

# LIFE

BANISHED QUEEN'S HOLIDAY  
RACE TO MAP THE UNKNOWN EARTH  
BRUSSELS FAIR SPECTACLE IN COLOR

EX-QUEEN SORAYA  
IN BERMUDA GARDEN

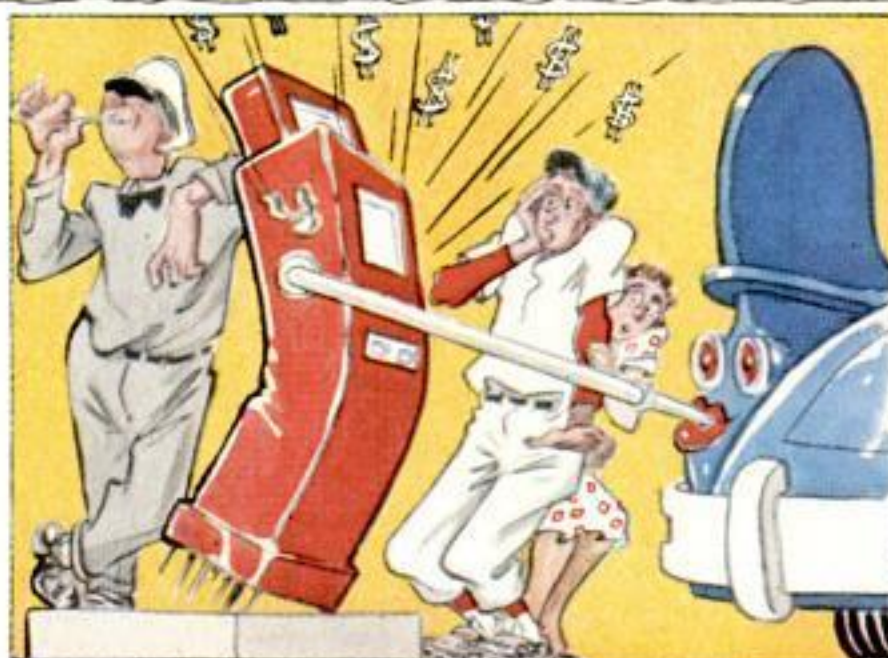
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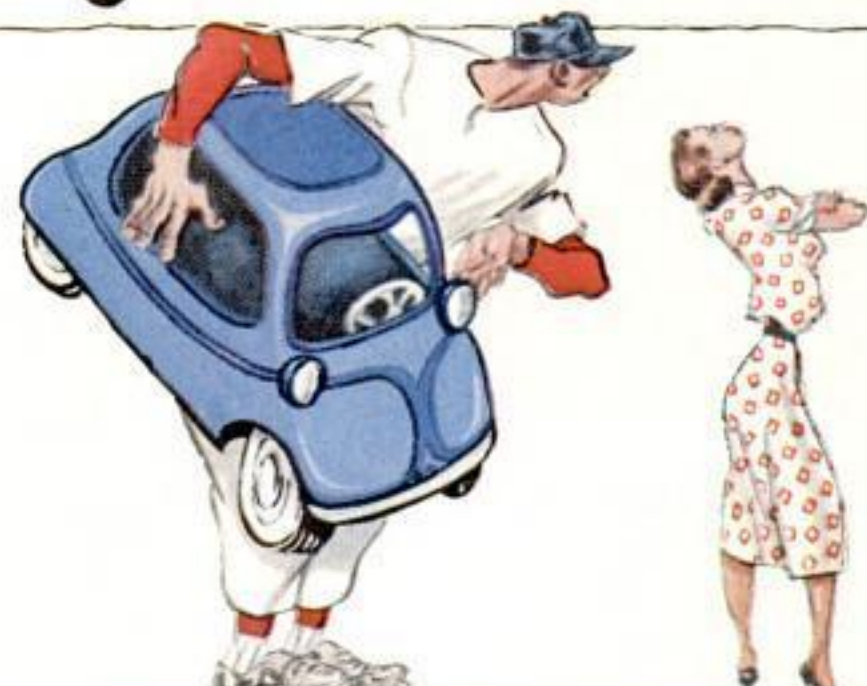
# THE PITCHER WHO BATTED 1,000.... by Willard Mullin—



Once there was a pitcher, believe it or not, who batted 1000. How? When he hit the majors, he wanted the finest car ever... so he bought the biggest one ever.



But after his wife drove it, and watched it guzzle gas, she said: "Southpaw, on this one you struck out. Get me something we can afford!"



He got her a little European car. It just sipped gas, but wouldn't even hold four for bridge. Said his wife: "You're headed for the sand lots!"



"Women!" he groaned, and sought a friendly haven. But on the way he saw a Rambler showroom. "Wow!" said he, "big car room, European car economy!"



He saw all-new Rambler jet stream styling, push-button driving... heard of Rambler's record economy. "Give me two," he said.



This time, the Little Woman gave him a big kiss and said: "Southpaw, with Rambler, you've batted a thousand!" So will you, neighbor.

- ① Get American big car room and comfort      ② Get European small car economy, handling ease

## Get the Best of Both—Go Rambler!



1958 Rambler Rebel V-8

Get the car with the fastest sales-growth in the U. S. A.—up 65%! Get Pushbutton driving, reclining seats, twin travel beds. Get easiest driving, turning, parking, garaging. Choose from the new improved

Rambler Economy 6, the new Rambler Rebel V-8, the luxury Ambassador V-8 by Rambler... and the sensational 100-inch-wheelbase Rambler AMERICAN.

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**100-INCH-WHEELBASE RAMBLER AMERICAN**



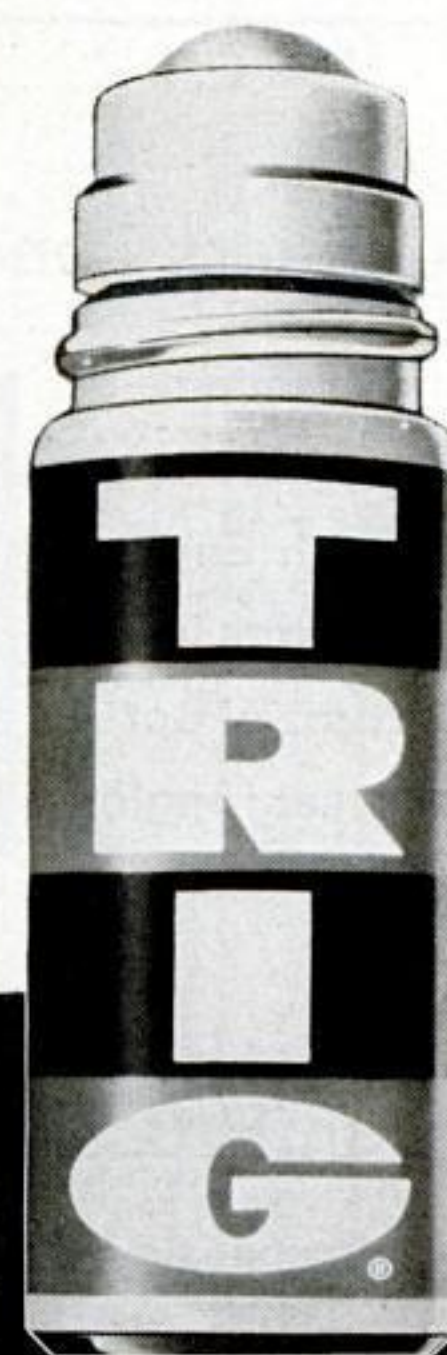
**35.39 MILES PER GALLON  
NASCAR RECORD**  
Los Angeles-Miami, with overdrive.

**\$1789**

Suggested factory delivered price of Rambler American Deluxe at Kenosha, Wisconsin, including federal taxes.  
Flash-O-Matic transmission, white wall tires and other optional equipment, if desired, state and local taxes, if any, extra.



**FROM NOW ON**  
**WOMEN SAY "DEODORANT"**  
**MEN SAY TRIG**



*It's  
on  
the  
ball*



**Now! A man's way to check perspiration odor  
 —goes on in seconds ... works for 24 hours!**

● Trig is a man's product—the scent, the color, the works! Goes on a man's way—rolls on in seconds!

● Trig goes right to work—underarm hair can't block it out. Trig delivers positive protection—man-size protection that lasts right around the clock.

● Trig isn't messy like a cream! Trig doesn't trickle like a spray! And Trig is not a crumbly stick!

● Trig is for the 6 men out of 10 who now use a deodorant—and for the 4 out of 10 who've been holding out for a man's way to check perspiration odor!

ANOTHER FINE PRODUCT OF BRISTOL-MYERS

This One



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## 'Lady' conquers London 20

The London premiere of *My Fair Lady*, great American musical with English stars and story, turns long-standing British skepticism into a great Anglo-American theater triumph.



LEADING LADY'S JOY

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EXPRESSIONIST PORTRAIT

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On a holiday in Bermuda, former Queen Soraya stands in the garden of her Bermuda guest house (see pp. 117-122)

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**FIRST SHOWING OF A NEW POLAROID LAND FILM.** This is an enlargement of an actual 60-second picture of Louis Armstrong. It was taken with a new film, just introduced, which is twice as sharp as the previous film.

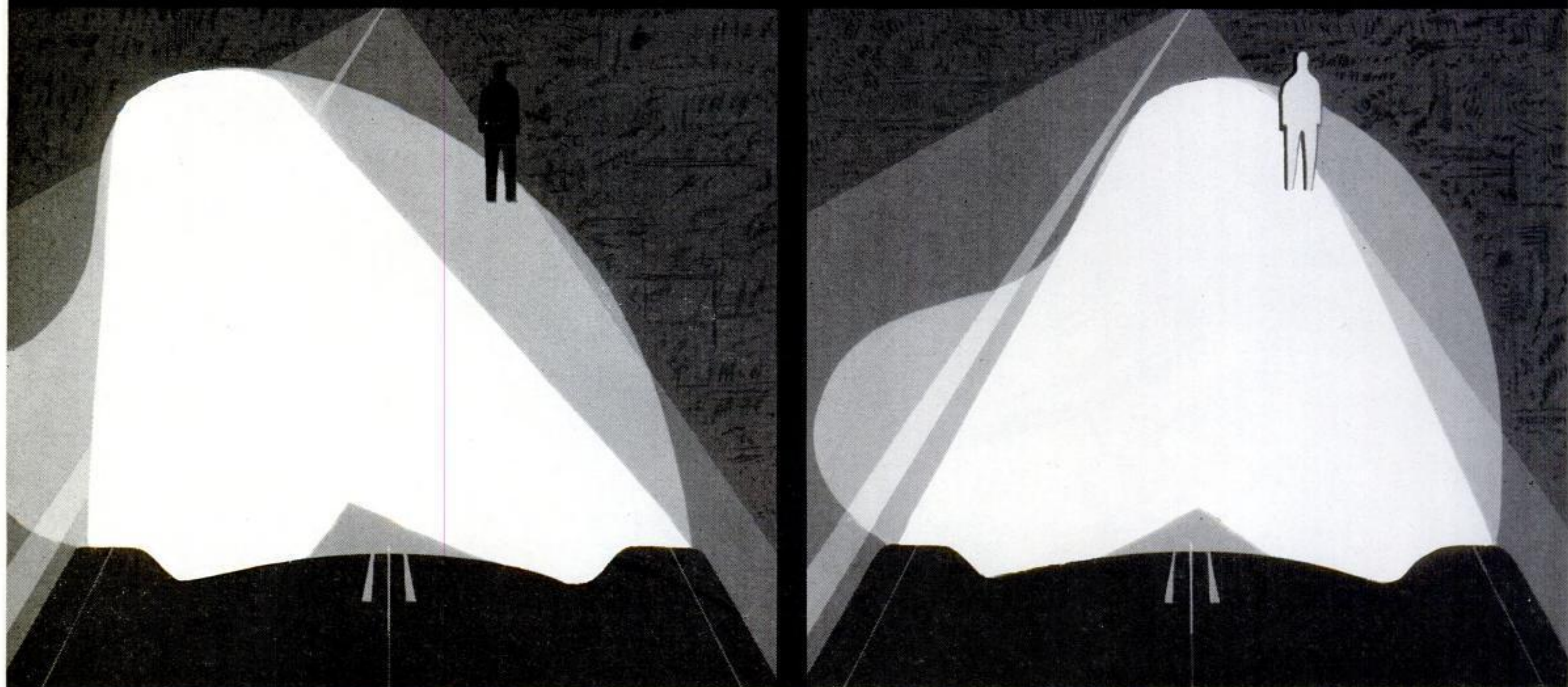
With this latest development, the Polaroid Land Camera not only gives you pictures in 60 seconds, but pictures of exceptional clarity and brilliance. Polaroid Land Cameras start at \$72.75. The new film can be identified by a star on the box.



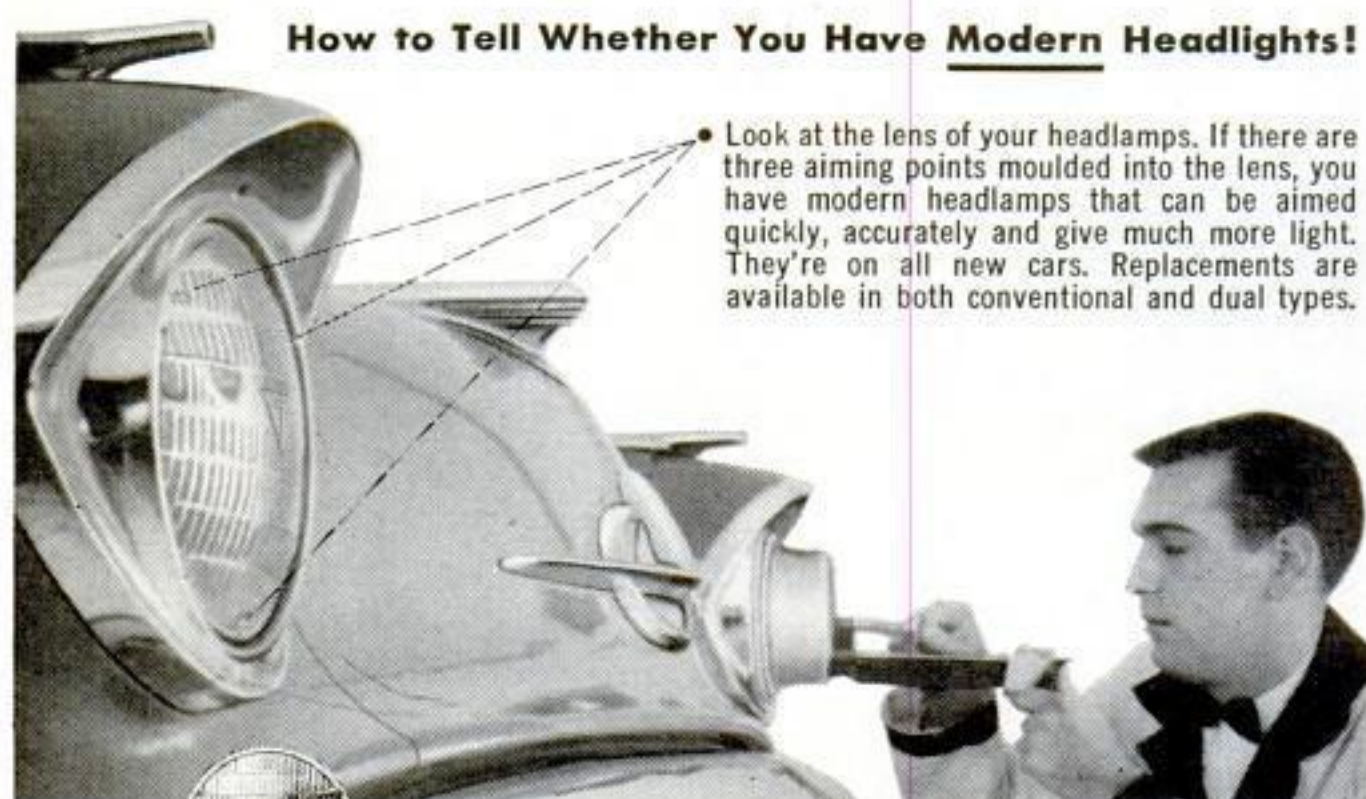


# AIM TO LIVE

what you can't see can hurt you...



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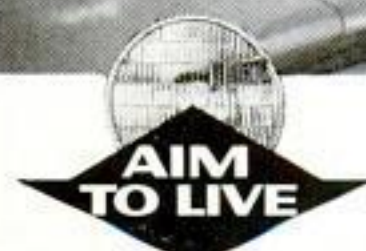
How to Tell Whether You Have Modern Headlights!

Look at the lens of your headlamps. If there are three aiming points moulded into the lens, you have modern headlamps that can be aimed quickly, accurately and give much more light. They're on all new cars. Replacements are available in both conventional and dual types.

Do you drive at night in a hit-or-miss fashion?

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You can't tell whether your lights need aiming just by looking at them. There's only one way to be absolutely sure of a full margin of safety. Have your headlights checked and aimed periodically. Stop at your General Motors dealer's or wherever you see the AIM TO LIVE sign. And if your headlights are three years old, replace them with the new, modern headlamps (with three aiming points on the lens). They will give you 15% more light in a far better pattern, and they can be aimed quickly and accurately.



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DIM**

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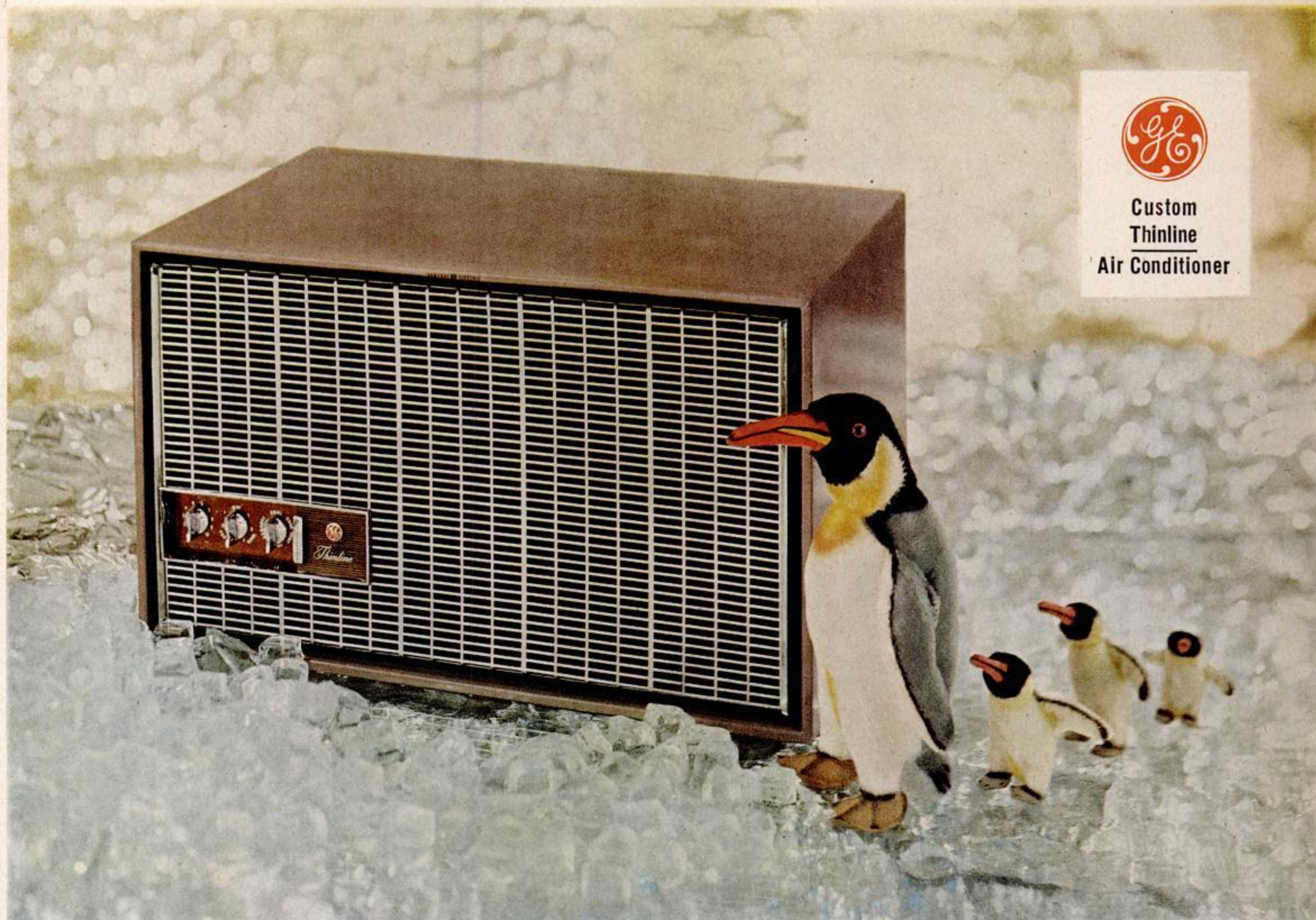


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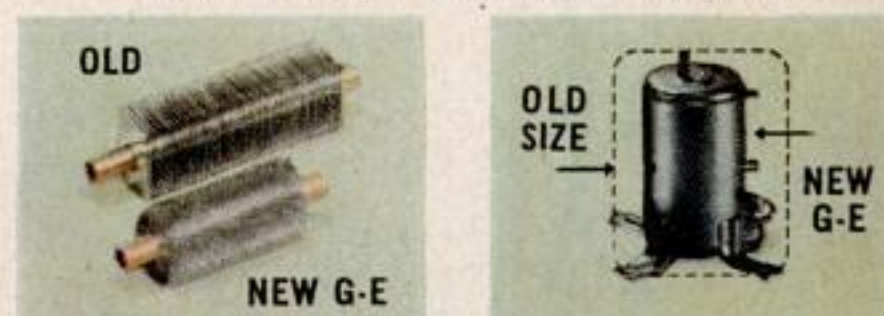
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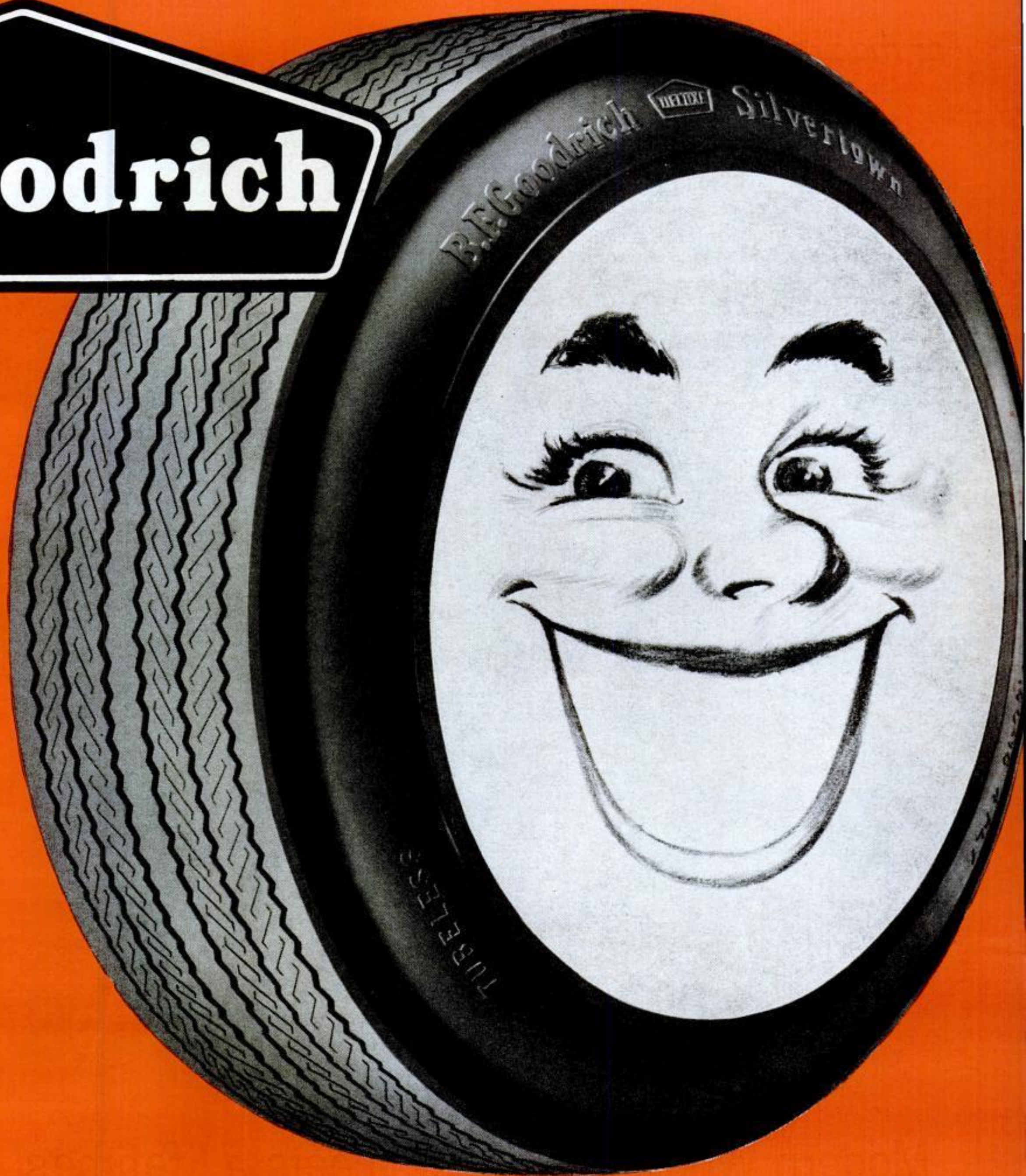
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**H**ERE is comforting news for all who value their rest and their budget: The world's finest mattress has been made finer, firmer—and designed to last longer and cost less than any mattress you can buy.

**New power-packed springs** are compressed by one-third their height . . . become alive, dynamic! These new springs add 12% more buoyant firmness to the unique, all-new Beautyrest\*.

In tests at the United States Testing Co., Beautyrest lasted 3 times longer than the next best mattress. So the best actually costs least to own!

**Your choice of firmness!** The brand-new, firmer Beautyrest now meets all normal firmness requirements. There's the Extra-Firm Beautyrest for those who need added support. Each only \$79.50. Be sure to get a matching box-spring to bring out the best in your Beautyrest.



**New Beautyrest springs** are power-packed by compressing each into separate pockets. Adds 12% more buoyant firmness than ever before.



**Single-bed comfort** in a double bed! Beautyrest alone has separate springs. No rolling together. Heaviest husband cannot disturb his wife's rest.

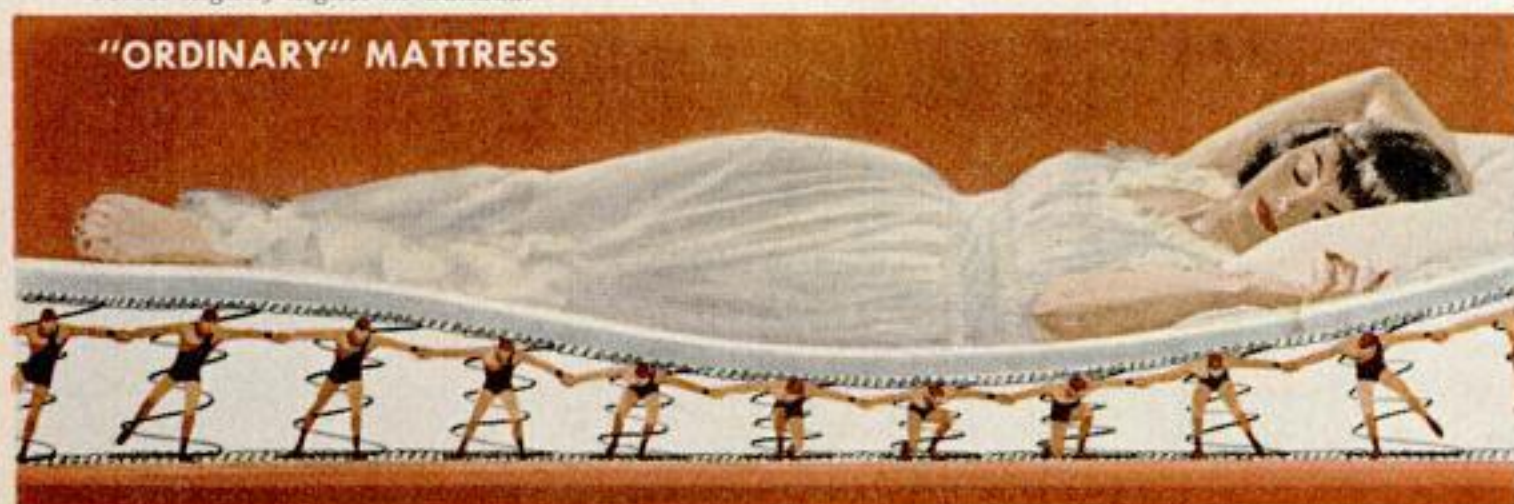
**BEAUTYREST by SIMMONS**



**Name the little "strong men"! Enter Simmons "Win a Mattress Full of Money" \$75,000.00 Contest. See your dealer now!**

Prices slightly higher in Canada.

\*Trade-mark Reg. U.S. Patent Office, Copr. 1958 by Simmons Co., Mds. Mart, Chicago, Ill.



**An ordinary mattress** has 200-300 springs. Wired together, they sag together. Not free to push up and correctly support the shape of your body. "Sag support" is bad for your back, comfort, and rest.



**New Beautyrest** has over 800 separate springs. Like little "strong men," each spring is power-packed and free to push back and support your whole body with more buoyant, body-fitting firmness.



Between pictures, say,

"Pepsi,  
please"

WHETHER you're at your favorite neighborhood theatre ... or a drive-in ... you'll agree today's modern people are feature attractions. Their trim, slender figures are the happy result of the modern trend toward lighter, less-filling food and drink.

Pepsi-Cola heartily supports this sensible diet plan. For today's Pepsi, reduced in calories, is never heavy, never too sweet. It's the modern, the *light* refreshment. Say "Pepsi, please"!

The *Light*  
refreshment



*Revering*



**HOLD TOMORROW IN YOUR HAND!**



## *New Norelco® Speedshaver*

**Just introduced, it is amazing men with a shave that's razor-blade close, yet easy on the face as only Norelco's rotary blades can be!**

First your fingers feel its light precision balance. Behind that jet-age design is the famous rotary blade shave. It made Norelco the largest selling electric shaver in the world.

This Norelco Speedshaver is new. Totally new! Plug it in. How quiet. Yet you sense its power. Now, give it a try. How smooth. No pull. No burn. Feel your face. How clean. The reason? Swift rotary blades beneath stationary skin-guards shave your beard with the smooth stroke of a barber's blade. To clean, push the button. Top flips up. It's clean in a second. Every shaver made takes a back

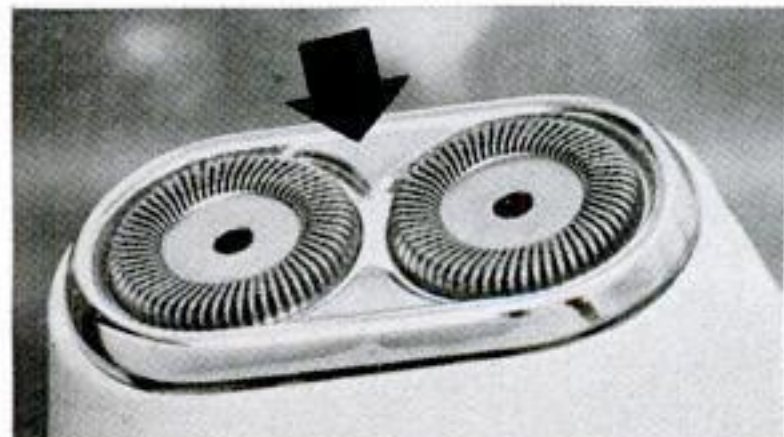
seat to this one. Hold Tomorrow in your hand—Today. New Norelco Speedshaver deluxe in two-tone jet gray and white, with travel case. Model SC7900 AC/DC **\$24.95.**

**See the new Norelco Speedshaver on the Jack Paar show—NBC-TV**

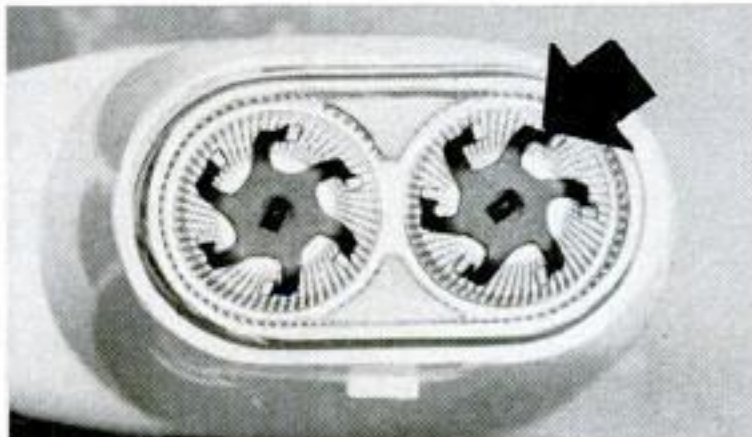
**For the ladies...** NEW NORELCO GOLDEN DEBUTANTE now \$14.95 and NEW DELUXE LADY NORELCO \$24.95 for gentle grooming. Both AC/DC.

**For outdoorsmen, motorists...** NEW NORELCO SPORTSMAN runs on flashlight batteries or plugs into car lighter. Now only \$24.95.

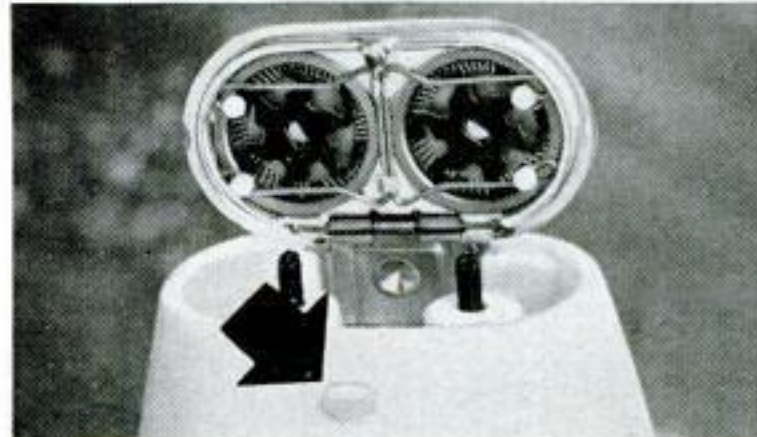
**Here's what makes Norelco the one shaver that's completely new!**



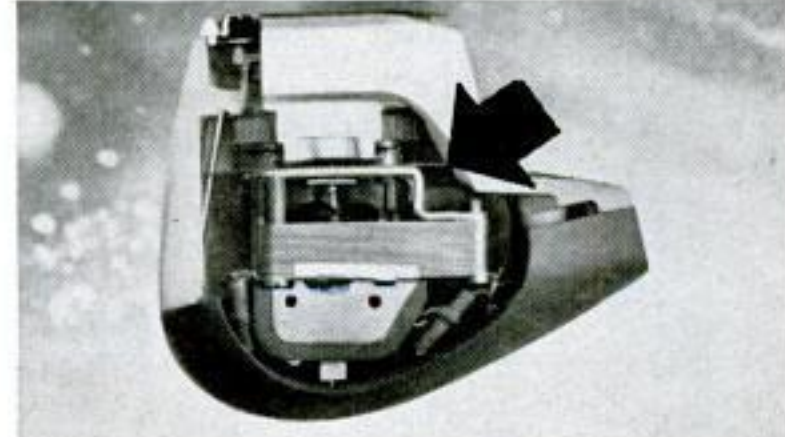
**Tomorrow's velvet-touch luxury!** Contour skin-stretcher rim stands whiskers erect, holds them erect for Norelco's rotary blades to stroke off below skin-level for a longer-lasting shave.



**Tomorrow's stroke of genius!** Self-sharpening rotary blades, shown here in "X-ray" view beneath slotted, stationary skin guards, stroke off whiskers gently, cleanly, no matter which way they grow.



**Tomorrow's push-button cleaning!** Push the button and flip-top shaver head springs open. "Whisker dust" is emptied out in a second. Entire head easily removed for thorough cleaning.



**New high-speed motor!** There's continuous power behind Norelco's rotary blade shave. New Speedshaver brush motor, permanently lubricated, is the quietest, coolest-running ever!

NORELCO is known as PHILISHAVE in Canada and throughout the rest of the free world. North American Philips Company, Inc., and associated companies, 100 E. 42nd St., New York 17, N.Y. Other products: High Fidelity Radio-phonographs, Tape Recorders, Research and Control Instruments, Electron Microscopes, Medical X-ray Equipment, Electronic Tubes and Devices.



SPEAKING OF PICTURES

# A Steely Look

These expressions were fixed in steel four centuries ago when knights fought in armor. A few armorers skillful enough to fashion faces made helmet visors that looked more ferocious on the outside than the master's face within. Now extremely rare—fewer than 20 exist in the world—these were recently taken from their cases at New York's Metropolitan Museum so Photographer Gladys Col-





# in False Faces



lins could shoot these remarkable close-ups.

The helmet at left, probably made in 1510 for Frederick of Saxony, has the broken nose, bulging eyes and sneering lips of an arrogant old warrior. The stylish, mustachioed face at right was made about 1525 for an unknown German knight. Fierce as they look, these visors were made not for fighting but for after-battle wear in fancy victory parades.





**THE WASH 'N' WEAR SUIT**

Just wash  ...drip dry  ...and wear

## DRIES NEAT-STAYS NEAT

This wash 'n' wear suit made with "Dacron" keeps its press wearing after wearing ...needs little, if any, ironing

This cool, light suit made with "Dacron"\* polyester fiber keeps you looking your best even on the hottest, steamiest days. Wear it—it'll stay neat. Wash it—it'll dry neat, needing little, if any, ironing. This neatness and convenience last the life of this remarkable suit, because it is made with a high percentage of "Dacron". Select your wash 'n' wear suit made with "Dacron" today. Choose from many handsome styles, colors, and patterns.

# DACRON

REG. U.S. PAT. OFF.



REG. U.S. PAT. OFF.

BETTER THINGS FOR BETTER LIVING... THROUGH CHEMISTRY



### LOOK FOR THIS GUIDE TO EXTRA BENEFITS!

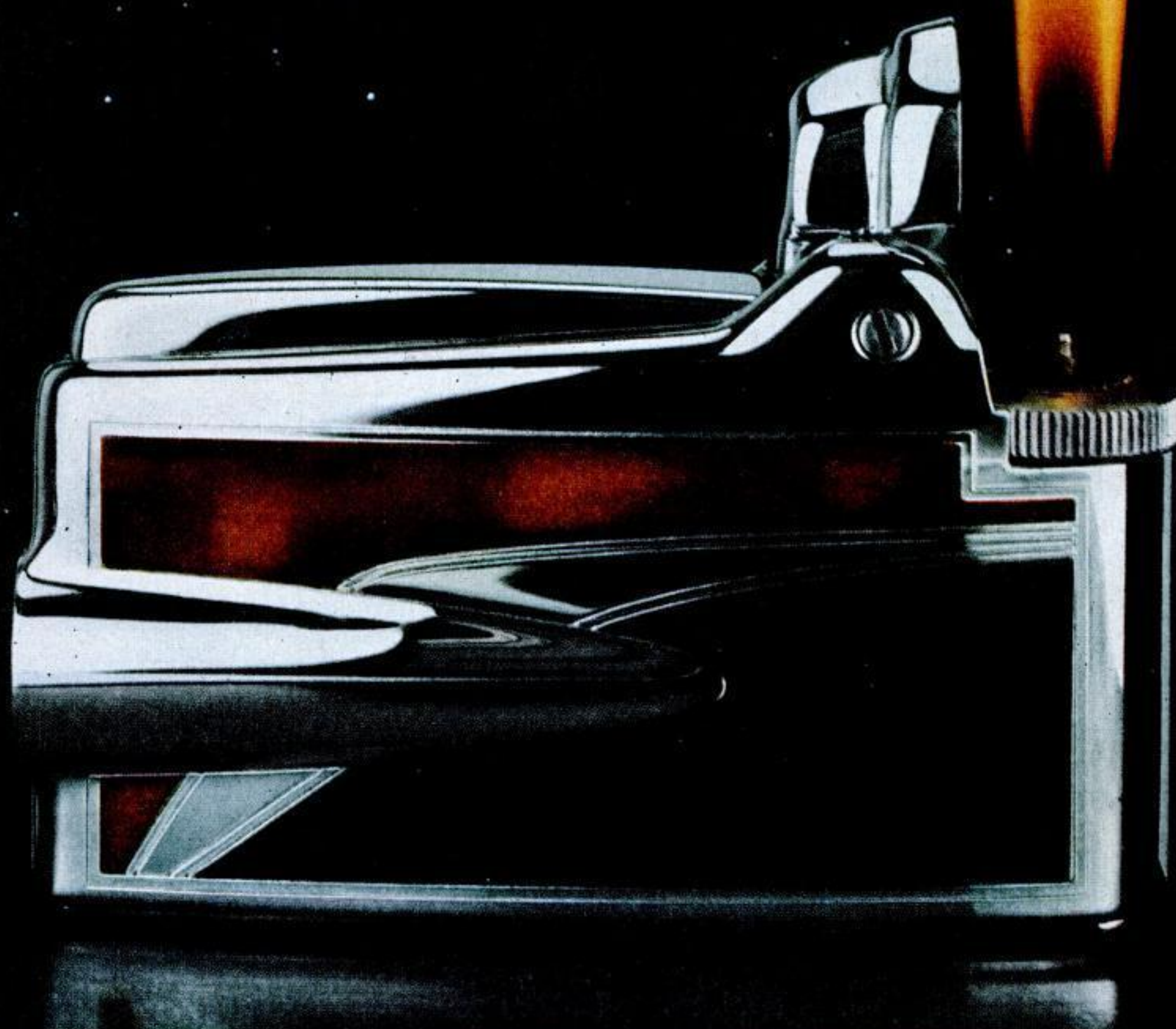
This and similar fiber-content tags featured on suits and slacks indicate that the fabric contains sufficient "Dacron" to provide the extra benefits that have made "Dacron" a national favorite.

\*"Dacron" is Du Pont's registered trademark for its polyester fiber. Du Pont makes fibers, does not make the fabric or suit shown here.





# RONSON



## introduces new *Varafire!*

*Lights for months!*

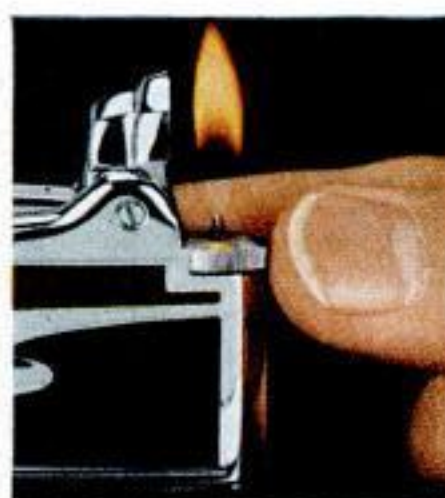
*Adjustable flame!*

*Fuels in seconds!*



### NEW!

Lights for months on one butane fueling! Fill it—forget it! And, one Ronson Multi-Fill tube can give you enough Butron fuel for more than a year of lights! Add fuel anytime—no need to wait until empty!



### NEW!

Fingertip flame control! Flame is easily adjustable to any height to suit needs of cigarette, pipe and cigar smokers. No special tools required to raise or lower the clean-burning, wickless flame!



### NEW!

Fuels in seconds! Ronson's patented Butron fuel-injection system fuels Varafire instantly, without disassembling the lighter. Unique one-piece design insures leak-proof, foolproof performance every time!

## RONSON

See *Varafire*—the world's first rocket-power lighter—at your Ronson dealer. Fully guaranteed with a full year's free service policy!

*maker of the world's greatest lighters and electric shavers*

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**FREE!** Write to Ronson Corp., 31 Fulton St., Newark 2, N. J. for free illustrated folder on Ronson's new Butron Pocket and Table lighters.



In the 8 seconds  
from ring to ring  
19 bottles of Corby's  
are sold in the U.S.A.



**You hear the phone ring** and dash to pick it up before it rings again. Only 8 seconds; but it's time enough for Americans to buy 19 more bottles of finer, mellower Corby's Whiskey. This national favorite is the smoothest whiskey this side of Canada . . . TRY A BOTTLE TODAY!

# CORBY'S



JAS. BARCLAY & CO. LIMITED, PEORIA, ILLINOIS—BLENDED WHISKEY—86 PROOF—68.4% GRAIN NEUTRAL SPIRITS



# LETTERS TO THE EDITORS

## FAMILY ZEST FOR LEARNING

Sirs:

"Family Zest for Learning" (LIFE, April 21) was truly the key article in your series. Too many parents, even the intelligent and well-educated, become so enmeshed in their own social and business affairs that they give little thought to their children beyond the daily necessities.

JOANNE GAGE HARTMAN

Syracuse, N.Y.

Sirs:

Let us bow our heads for children such as mine, whose unlettered mother—unlike Mrs. Little—prefers to bathe privately and has no time for "mawth in the bawth." What chance have they to become civilized and cultured?

MRS. CHARLES W. NIBLICK

East Chicago, Ind.

## EDITORIAL

Sirs:

Your editorial, "Painful Crisis, the Long Hard Cure" (LIFE, April 21), is superb.

Yes, parents are lackadaisical but the professional educators, through controlled P.T.A. meetings, have made them that way.

Parents are told over and over again they are not experts and dare not criticize our school experts. We are even told *not* to teach our children at home or we are encroaching on the school. But if the child falls behind, the parents are told it is their fault.

MRS. DON DAVIDSON

Minneapolis, Minn.

Sirs:

Your editorial states that the N.E.A. threw "cold water" on plans to improve language teaching in the seventh and eighth grades. Then you carried this: "There were other ways," a new N.E.A. pamphlet begins, "than the use of language such as gestures, facial expressions and actions, for communicating one's attitudes and warm feelings of friendliness [to foreigners]!" Then you added: "This intellectual effrontery, praise be, no longer goes unchallenged in educational circles."

N.E.A. has never taken a position throwing "cold water" on language teaching in grades seven and eight or any other grades. The quotation is completely taken out of context from a pamphlet issued by the association for supervision and curriculum development, a department of the N.E.A. It is from an introductory statement about the trip around the world taken by one of the authors. After pointing out that at least 25 different foreign tongues would have been required to have had language facility in Europe, the Middle East and Asia, the introduction went on:

"However in most places throughout the world there were native peoples who in some manner could speak English. . . . When English was not spoken, there were other ways than the use of language, such as gestures, facial expressions and actions, for communicating one's attitudes and warm feelings of friendliness for them, and interest in them and their problems. It was observed that when one remained long enough in a particular country words and expressions were soon learned which answered one's needs. This vocabulary grew out of actual situations and the desire to communicate with people in their language. The amount of this learning depended largely on the extent to which these foreign friends spoke only in their own tongues."

The conclusion of this pamphlet stated:

"... Varied, successive, integrated foreign language experiences throughout the elementary curriculum

would probably contribute to helping our future citizens to live more effectively and with greater mutuality here and abroad, with persons of different cultural backgrounds. The accomplishment of this goal is essential if America is to retain its role in democratic world leadership."

LYLE W. ASHBY

Assistant Executive Secretary  
for Educational Services

National Education Association  
Washington, D.C.

● Although the quotation was from the introductory account, it does not seem to LIFE out of keeping with the pamphlet's philosophy and recommendations, viz.: "In general, foreign language in these recommendations is viewed not as a special subject in the elementary curriculum, but as a part of the social living and varied experiences of the children in school and in their community. Such an approach to the languages of the world's peoples should assist children who are growing up in an anxious world to develop attitudes of human understanding, and to accept and respect differences among peoples."—ED.

Sirs:

The reference in your editorial to Conant's and Woodring's "schemes" requires me to tell you that I think that both of them are dismal confessions of failure to understand the educational problem a democracy must try to solve. Both admit defeat before they start. Conant is much worse than Woodring—much more frankly and unashamedly undemocratic or worse, anti-democratic. No one has tried to give, or even thought about the problem of giving, all the children the same quality of liberal—and I mean purely liberal—schooling at the secondary level. Yet both of them proceed as if that alternative were really impossible, and offer shoddy substitutes for the lower two thirds of the school population.

The facts of individual differences of all sorts—in native gifts, in home backgrounds, in future occupational status—do not justify or require us to overlook the fact that all the children are human beings, all are destined to be politically and economically free men, to be citizens with ample free time for leisure activities, etc. On the basis of the Conant program how could we possibly expect two thirds of our future citizens to use their free time constructively and profitably in the liberal activities of leisure? How could we expect them to be good citizens? Or live a decent human life?

MORTIMER J. ADLER  
Director

Institute for Philosophical Research  
San Francisco, Calif.

## FAMED MARJORIE IN THE MOVIES



NATALIE'S SLIP

Sirs:

In "Famed Marjorie in the Movies" (LIFE, April 21) Miss Wood has her hand right through the cottage window!

MRS. DON ENGLANDER  
Chambersburg, Pa.

● Actors sometimes forget that paneled doors in Hollywood frequently have no glass. But this slip by Natalie Wood before the still cameras does not occur in the movie.—ED.

## AQUATIC ADVENTURE DOWN UNDER

Sirs:

John Dominis' double spread picture introducing your feature on "Aquatic Adventure Down Under" (LIFE, April 21) is terrific!

ROBERT F. STEINKE

Chicago, Ill.

Sirs:

Sincere congratulations on the magnificent pictures and text of your feature on surfing in Australia. They captured the essence of the drama, beauty and enjoyment, which Australians find in their favorite sport.

The one wry note is the reference to "a half-dozen

people" taken each year by sharks. I feel that it is time this myth was exploded.

In the four states of Victoria, Tasmania, South Australia and Western Australia there have been not more than 10 shark fatalities since 1900. In the warmer populated areas of New South Wales and Queensland (subtropical and tropical) there have been many more, but shark deaths of pleasure swimmers would not average more than one a year.

S. S. BROWN  
Director

Australian News and Information Bureau  
New York, N.Y.

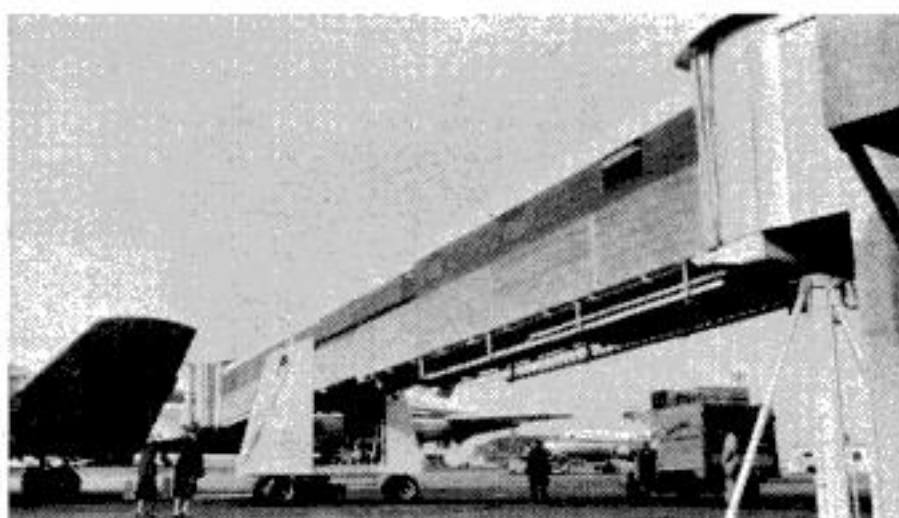
## AIRPORT'S BRIDGE

Sirs:

United Air Lines' new mobile covered bridge is a long-needed improvement for passenger comfort at airports ("Airport's Mobile Covered Bridge," LIFE, April 21). But it was difficult to see from your picture of the bridge just how it operates.

HARRY D. FRELS

North Hollywood, Calif.



● Above is the bridge stretched to its full 107 feet.—ED.

## LANA'S PLEA FOR DAUGHTER

Sirs:

But how long will American adolescent public opinion be engrossed with this "Lana-type emotional immaturity" coming out of Hollywood ("Lana's Plea for Daughter Is Real-Life Drama Triumph," LIFE, April 21)? How can the kids grow up if the parents won't?

REV. LLOYD BENNER SCHEAR

Rockaway, N.J.

Sirs:

It was poor taste to reveal these intimate letters of Lana Turner. Just what did they prove?

NANCY MALON

Worcester, Mass.

Sirs:

I was five when I learned it was impolite to read other people's mail.

LEWIS P. BOHLER JR.  
Rector

St. Augustine's Episcopal Church  
Youngstown, Ohio

LIFE 540 N. Michigan Avenue, Chicago 11, Illinois



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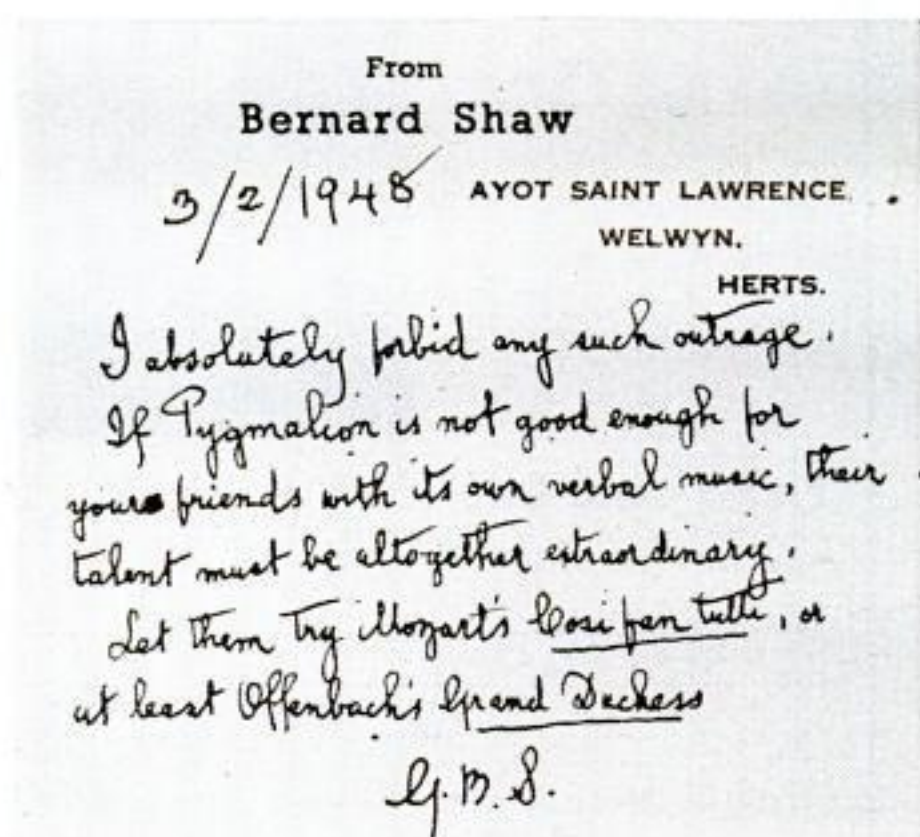
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CROWD AT OPENING NIGHT OF "FAIR LADY" BESIEGES DRURY LANE THEATER TO CATCH GLIMPSE OF CELEBRITIES, WHO COULD HARDLY GET THROUGH THROG.



PEPPERY POSTCARD from Shaw refused a 1948 request to turn his *Pygmalion* into musical comedy.

## BRITAIN IS SMITTEN BY

Nobody in England could believe any show from the U.S. was quite that good, and it became fashionable to say so. After two years people were perfectly prepared to dislike *My Fair Lady* as overrated and overpublicized. But this very skepticism was calculated to make the London premiere of the celebrated U.S. musical show one of the year's great events in Britain—greater, perhaps, than a cricket Test match. Last week it was all of that, and something else too. When the curtain rang down in the famous old Drury Lane everyone agreed it was one of the great Anglo-American triumphs.

Aside from skepticism, Britons all along had harbored a feeling that *Fair Lady* was a British possession which the Yankees had hijacked. It was based on the modern English classic by G. B. Shaw, who once violently refused to have it set to music (left). (Finally, Writer Alan Lerner and Composer Frederick Loewe obtained permission through Shaw's estate.) Moreover, three of its stars—Rex Harrison, Julie Andrews and Stanley Holloway—were Britons who, having helped make the show on Broadway, were now coming back to play in their homeland. The big stampede of opening-nighters was as

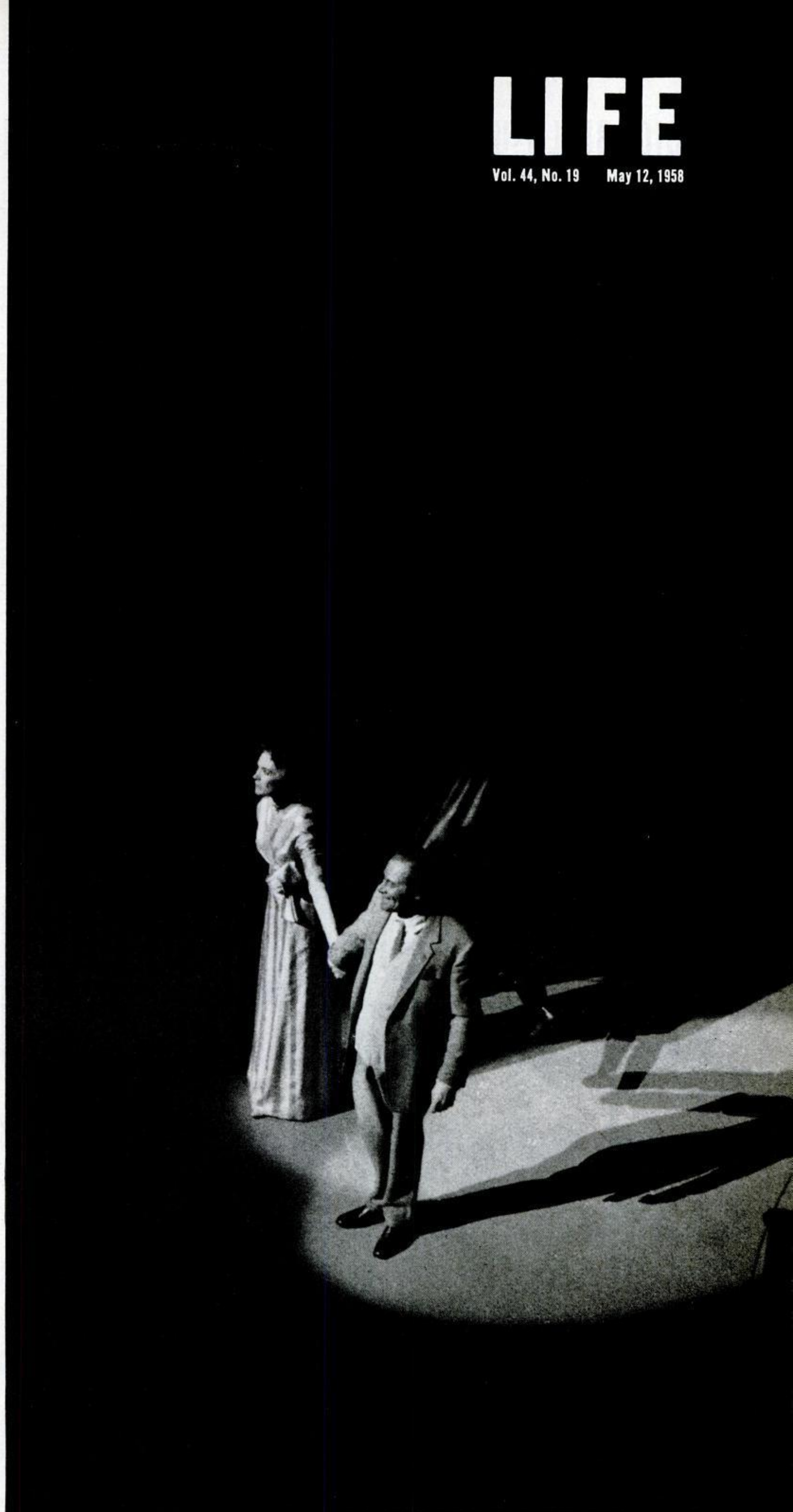




10,000 FIRST NIGHT ORDERS HAD TO BE REFUSED

## 'FAIR LADY'

elegantly dressed as London had ever seen. When the show started it was only politely received. Then Rex and Julie broke into "*The rain in Spain stays mainly in the plain*" and the audience melted. The applause started and kept growing as the tale of Professor Higgins and his cockney pupil Eliza swung along. At the end some critics had a few reservations about *Fair Lady* but the majority verdicts ran from "delicious" to "heavenly." And in the Drury Lane the applause was cut short only by the management who limited the actors to 10 curtain calls lest enthusiasm get out of hand.

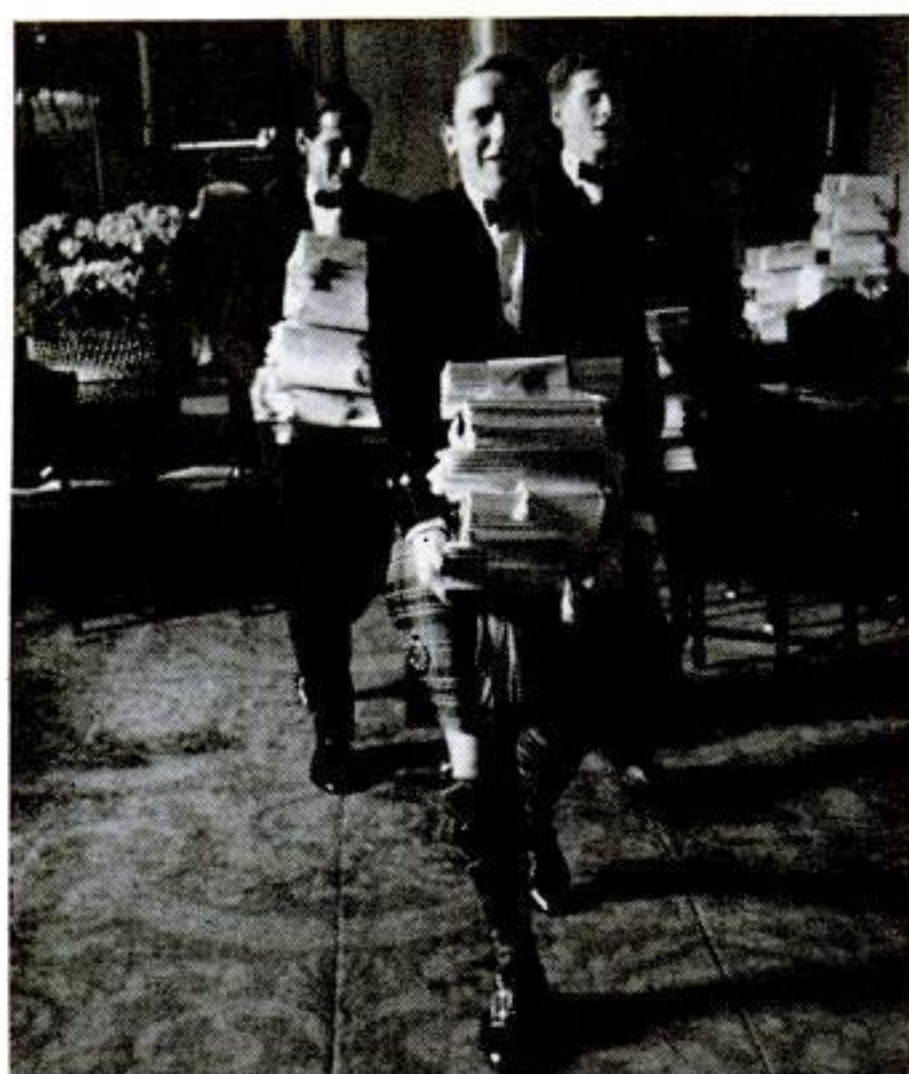


**TRIUMPHANT STARS**, Rex Harrison and Julie Andrews, take curtain call to booming applause at end

of the show. Ovation could only be stopped by the house orchestra striking up *God Save the Queen*.



# BIG BUILD-UP AND BACKSTAGE AFTERMATH



**THEATER EXCITEMENT** at Drury Lane starts early as young volunteers carry preview programs in.

The big build-up before the opening was just as frenzied as the opening itself. Thousands of phonograph records of the show, ordered in advance, could not be sold until *My Fair Lady* opened and had to be mailed at the proper times to arrive next morning. A TV station spent days rehearsing singers in *Fair Lady*'s score so it could be on the air at the first permitted moment—at midnight after the premiere. The standing-room line at the theater began forming 24 hours before curtain time. The box office was swamped with \$1 million worth of ticket orders, some for the year 1960.

Harrison and Julie Andrews were tense and scared when they reached the theater, even though, as one Londoner quipped, "they had 18 months of dress rehearsal in New York." When the show was over they knew they had done well—"I never sang better," said Julie—but they felt more relief than real jubilation. They still had to sweat out the long hours of waiting to see what the critics said (*next page*).



**UNDAUNTED THEATER FAN** Sir Louis Sterling, aged 79, comes to the opening with U.S. star Julie

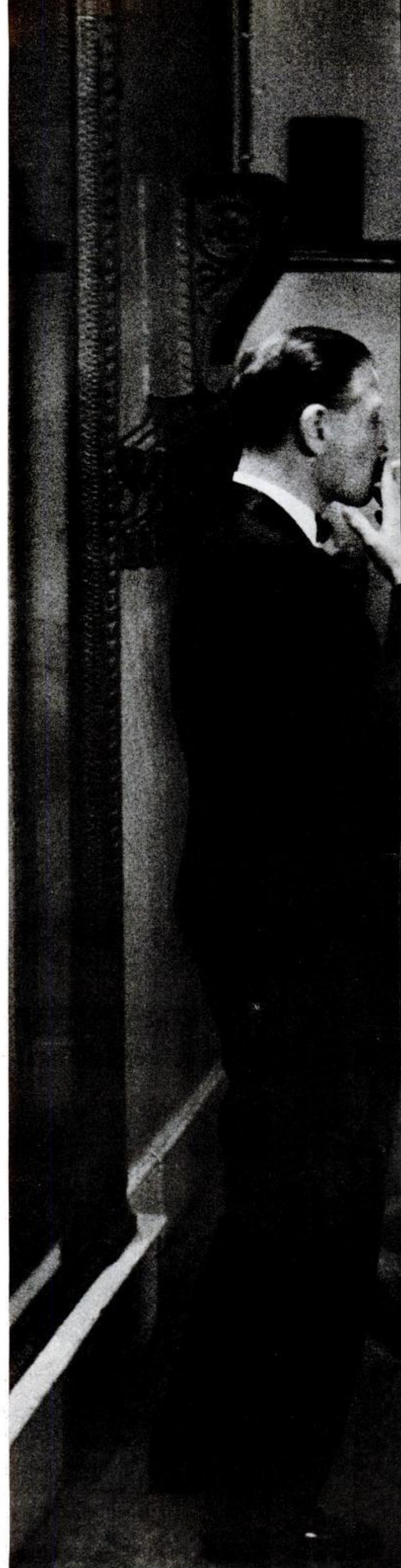
Wilson (*right*). He had a fever of 101° but said, "I'd rather die at a first night than anywhere else."



**NERVOUS REX** cuts through the traffic-jammed street to reach Drury Lane stage door for opening.



**JITTERY JULIE** tugs at collar as she gets to the theater early for 7 o'clock opening of the show.



**KISS FROM WIFE**, Kay Kendall, greets Harrison backstage after show. At right are Harrison's sons.

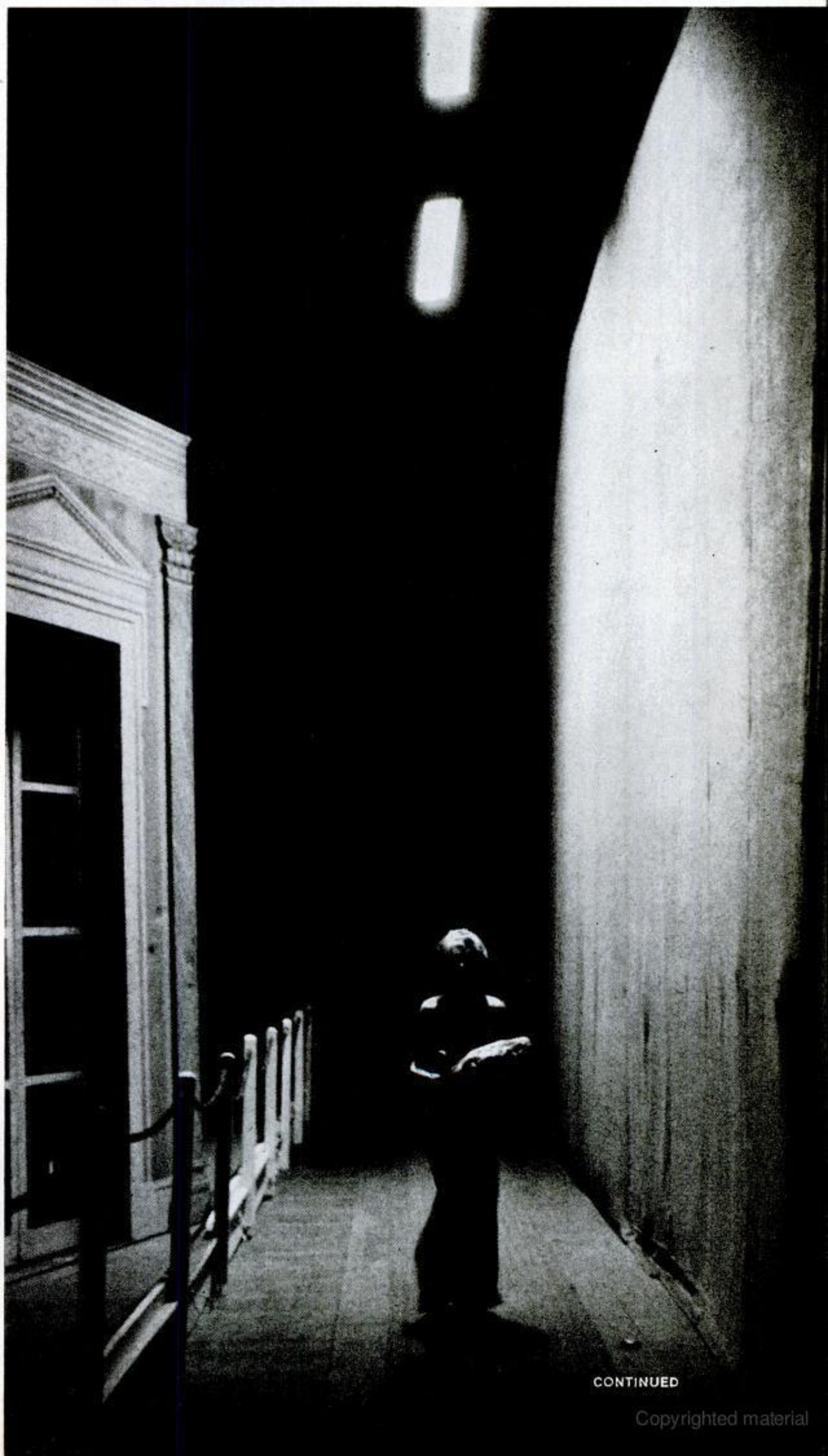




**BRINGING SUPPER** backstage to her husband after the show, Kay carries → hot sausages and bottles of cider to Rex's dressing room where they ate alone.



**RELIEVED COMEDIAN** Stanley Holloway (*right*) has an after-show drink in his dressing room crowded by admirers. At left in black tie is his son, Julian.



CONTINUED





**AFTER THE PLAY** Julie Andrews and her brother, John Wells, exhausted by the opening night tensions, sit slumped in Savoy Hotel room awaiting the reviews.

'Fair Lady' CONTINUED

## A REASON TO DANCE ALL NIGHT

After the applause top stars of the show scattered to parties everywhere, no two to the same one—perhaps because they have felt the strains of prolonged association. Rex Harrison was a guest of U.S. Ambassador Whitney. Stanley Holloway went to the producer's wingding. The star to whom a London success meant the most had her own quiet party, supper at the Savoy with family and a few close friends. Julie Andrews had left England in 1954 an unknown. All her success had come in America. Now, awaiting England's judgment, she was wrung out. But when the papers came, she was suddenly wide awake, on her feet and ready to dance all night.



**VERDICT COMES** with the first editions, which are tensely read by Julie's uncle, Billy Wells, Julie, and Jenny Gosney, sister of Julie's sweetheart, Tony Walton.



**HAPPY SHOUTS** go up in Orchid Room at Dorchester where Producer Herman Levin jubilantly shows Noel Harrison, Rex's elder son, *Daily Herald's* headline.

**IN JIG OF JOY** Julie bounces around room, shoes off and arms waving in blurred → frenzy after reading reviews that echo the ovations she had heard in the theater.









SPECIAL JET SENT TO EGYPT FOR NASSER ARRIVES OVER MOSCOW AIRPORT WITH ITS FIGHTER ESCORT

## A RED RED CARPET FOR NASSER

Moscow rolls it out for VIP May Day guest to woo Middle East

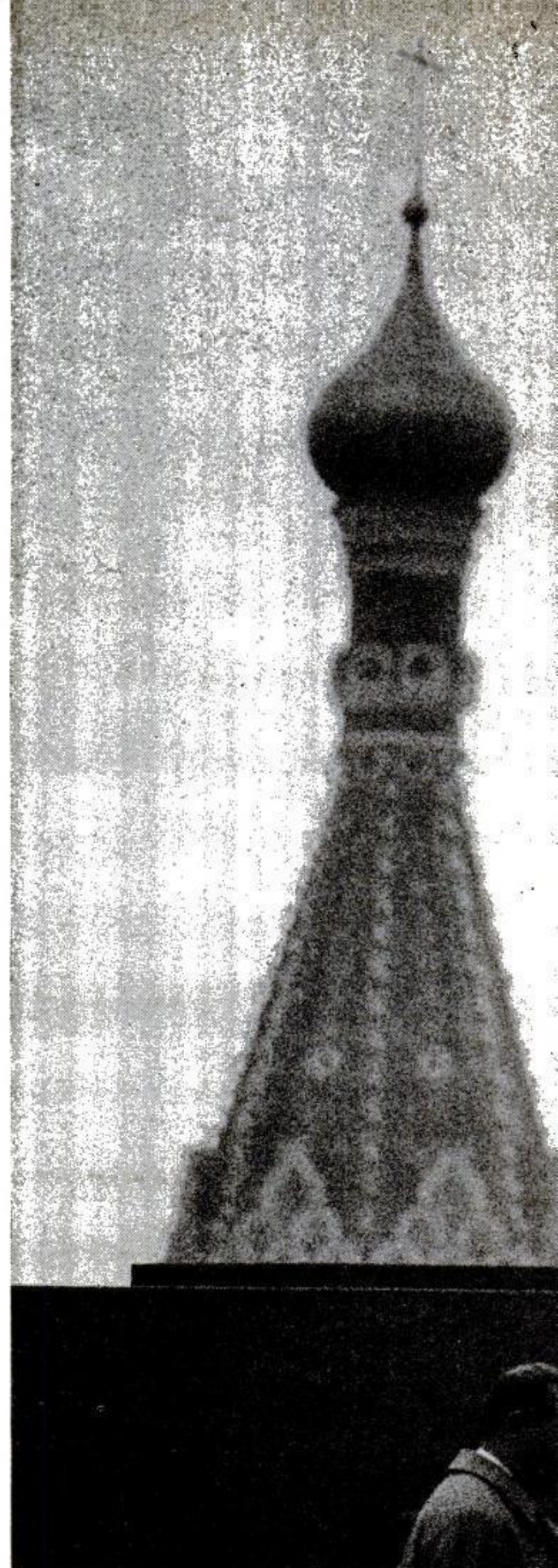
Atop the tomb in Red Square last week the granite vantage point held a visitor whose presence at a May Day parade would have gladdened the hearts of Lenin and Stalin inside. Here, in a Russia which had long schemed to nail down a favored place in the Middle East, was today's hero of Arab nationalism. Accepting a two-year-old invitation, the United Arab Republic's Gamal Abdel Nasser was playing his first role as honored guest of a major power.

During the May Day carnival itself (pp. 28, 29) Nasser got the Reddest of red carpet treatment. Then came a VIP tour of the Soviet

Union, particularly Moslem areas. He and his host Nikita Khrushchev celebrated the occasion with mutual admiration, and Nasser—conveniently forgetting U.S. support in that dispute—thanked Russia for help during the Suez crisis of 1956. Then he and Khrushchev settled down to private talks—possibly about arms debts and some \$350 million of promised Soviet economic aid. But simultaneously—and perhaps by design—news of Egypt's amicable settlement with the Suez Canal Company served notice on Nasser's hosts that he still has one eye cocked shrewdly toward the West.



MOSCOW BANKER Bulganin, ousted as premier by Khrushchev, makes his lonely way up the tomb.



MOUNTING LENIN-STALIN TOMB FOR THE PARADE,



ELITE HONOR GUARD for Nasser, a troop from → Kremlin, stages march for guest on rainy airfield.





NASSER SURVEYS RED SQUARE AS HIS HOST KHRUSHCHEV SALUTES RUSSIANS BELOW. BEHIND THEM TOWERS SPIRE OF CHURCH OF SAINT BASIL THE BLESSED



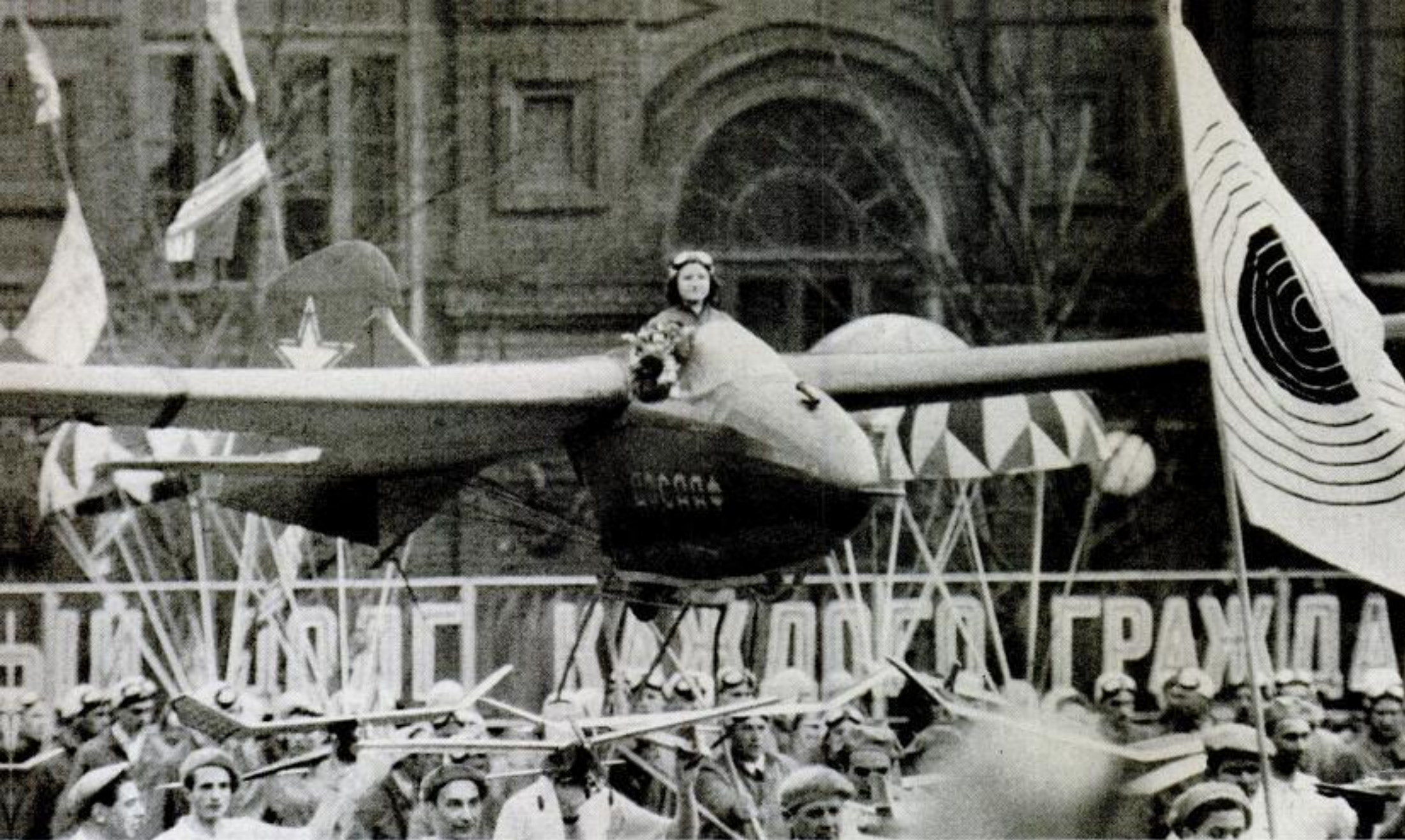
BALLET AT THE BOLSHOI brings Nasser up to applaud. From left are Khrushchev, Nasser, President Voroshilov, Arab Republic Vice President Hourani.



## AROUND RED SQUARE, A GAY CARNIVAL AIR

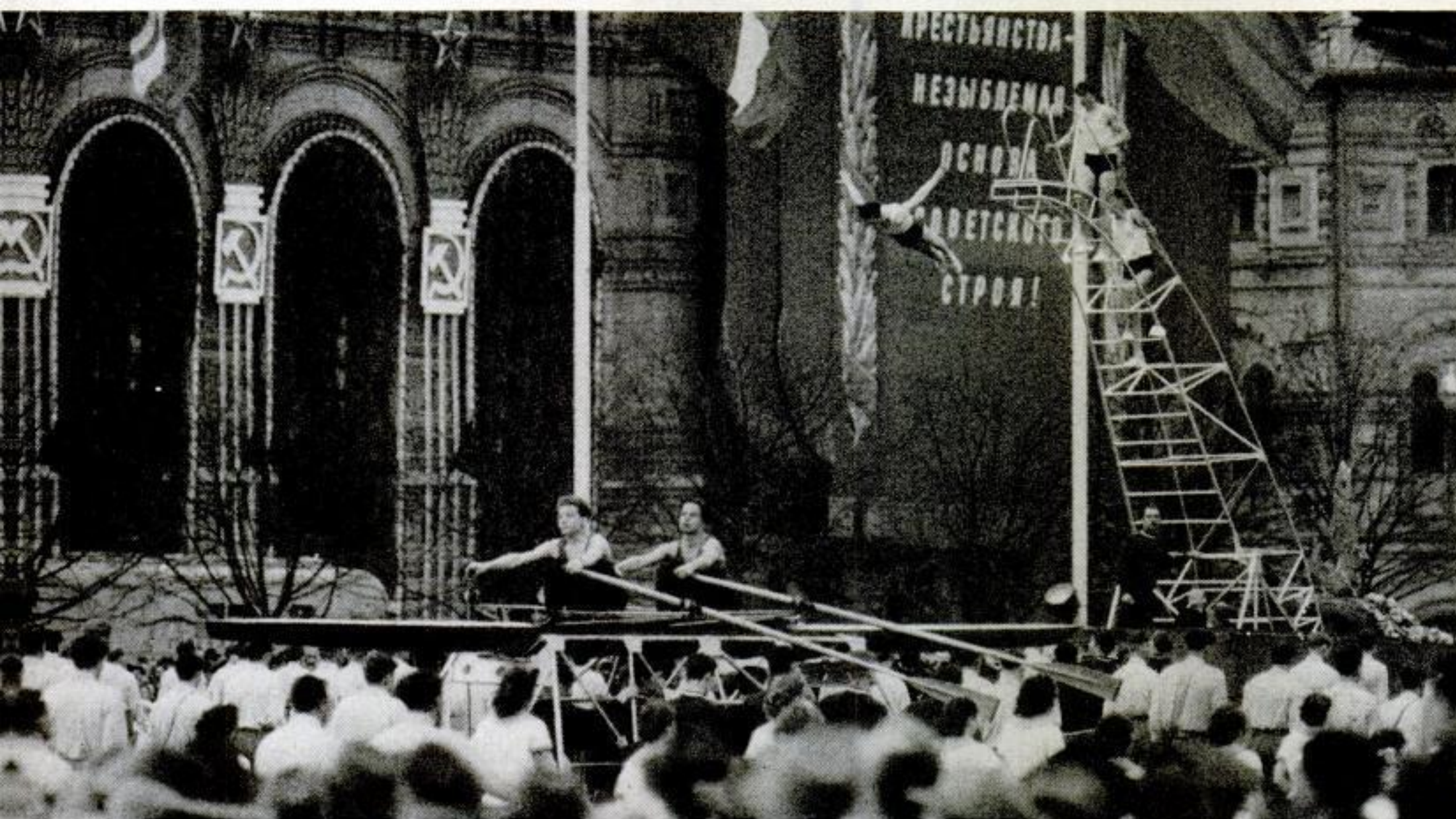
For Nasser, Moscow staged a May Day parade notable for its lighthearted atmosphere and its lack of surprises—no new Sputnik, no rocket to the moon. Even the usual military march-past was cut down. In its place were carnival antics and a confetti shower that would have done credit to lower Broadway.

Defense Minister Rodion Malinovsky, however, reminded the world of diplomatic business as usual. He attacked the West for not reducing its armed forces and for not agreeing to Soviet disarmament proposals. A day later, when the Soviet U.N. delegate vetoed a U.S. resolution for "open skies" inspection of arctic regions, the West questioned whether the Soviet now wanted a summit meeting at all.



**FLIERS' FLOAT** in the May Day parade consists of a glider occupied by a flower-bearing aviatrix. The

display, put on by a civilian air club, is here passing the Historical Museum on way into Red Square.



**AQUATIC ARRAY** consists of swimmers and rowers from a Moscow sports club. Special feature had

the divers plunging into a canvas life net. In background is Moscow's famed GUM department store.



**MARCHING CHUTISTS**, paratroop element of civilian air club carries sporty symbols of its training.

**CONFETTI CASCADE** showers from roof of GUM → onto farm group carrying sprays of spring blossoms.





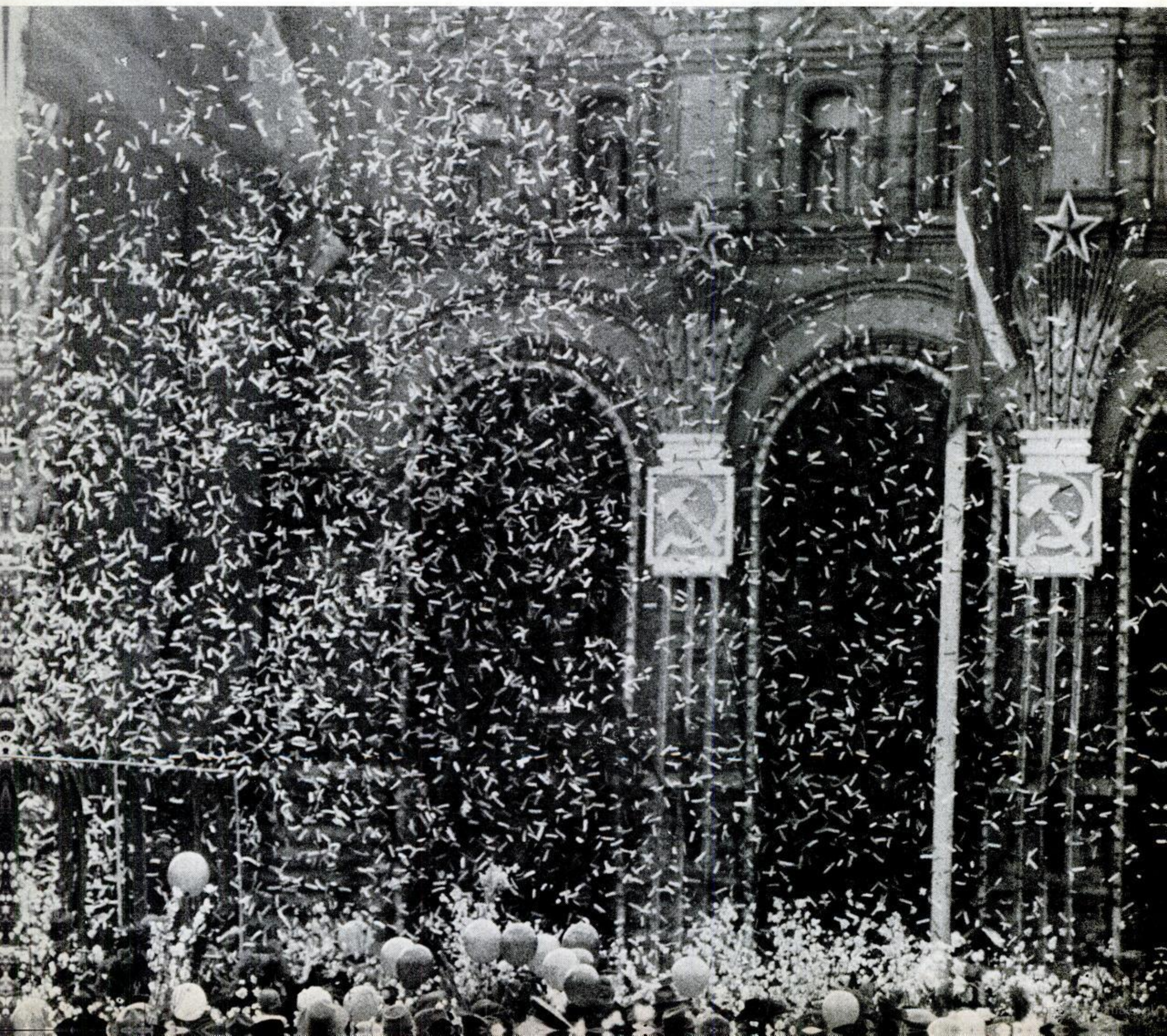


**CHEERY SPECTATOR**, a girl waves uniform cap of a boy student as the big parade passes behind her.



**DETERMINED DRUMMERS**, military cadets turn eyes right and march in a sharp cadence as their

section of the parade passes in front of the official reviewing party atop the Lenin-Stalin mausoleum.





# OUR REAL TRADE CRISIS

## STAIRS, SEATS, SPECTATORITIS

No one can blame Shane MacCarthy for feeling a little like a muscular voice crying in the wilderness against what he calls the American disease of "spectatoritis." As executive director of President Eisenhower's Council on Youth Fitness, MacCarthy has frequently resorted to the force of lonely personal example. Just before a recent National Press Club lunch in Washington, he skipped up 13 flights of stairs to show the members that elevators were not strictly necessary.

Last week MacCarthy warned once more that the U.S. was becoming a nation of softies, crushed by our own "buttons, dials and gadgets." "Spectatoritis," he said, infects children and adults alike: "They sit and watch others do the competing both on television and in the stadium."

There is no doubt that it is hard for a man to get exercise these days. Not long ago two rugged California truck drivers set out astride two logs to have themselves a friendly paddling race down the Eel River, near Eureka, Calif. After cheerfully waving off would-be rescuers, they were pulled in (or rather out) and charged with disturbing the peace. The spectators watching them had jammed highway traffic.

A more oblique indictment of "spectatoritis" came from New York City. The planners for the Lincoln Center concert hall, which will replace Carnegie Hall, had hoped to get the same number of seats in the new structure. But in 30 years, someone pointed out, the audience's dimensions had drastically changed. The average man's weight, for example, increased by 22 pounds. So instead of 2,760 seats, the hall will have only 2,400.

In this fact Mr. MacCarthy may have a long-term answer to his dilemma. If the spectators continue to get fatter there won't be room for so many, who might then be forced into activity.

In any case, even if we lack the incentive to trim our seating space by charging up 13 flights of stairs with Mr. MacCarthy, we might cheer on the next generation in the increasingly active amateur sports programs—in and out of the schools. The week beginning June 1st has been designated by President Eisenhower as National Youth Fitness Week. It deserves our energetic support.

The House Ways and Means Committee is about to report a bill extending the Reciprocal Trade Agreements Act. It will whittle down the President's proposals, probably making this renewal more niggardly than the last, as happens almost every time. If the U.S. is to keep any seat at all in the world's trade councils, some kind of R.T.A. extension *must* be passed. Yet even the President's undiluted version would be a mere holding action. This is one of those situations "where little will be gained by success and a great deal will be lost by failure."

The phrase is that of Raymond Vernon in a forceful pamphlet called *Trade Policy in Crisis*, which every congressman ought to read (International Finance Section, Economics Department, Princeton University; single copies free). The crisis Vernon means is not the quarrel over the R.T.A. extension, which is conducted with largely obsolete arguments. Let us hope the old-fashioned liberals (Cordell Hull type) wrest one more victory from the "Strackpots" (followers of O. R. Strackbein, the high-tariff lobbyist). But let us also be aware of our *real* trade crisis, and what we must soon do to meet it.

Two great changes have taken place in world trade. One of these was analyzed by Central Intelligence Director Allen Dulles before the U.S. Chamber of Commerce last week. The U.S.S.R., which Herbert Hoover in the '20s could rightly call "a gigantic economic vacuum," is now a major industrial power and a rapidly growing exporter and importer. What with its growth and our recession, the Sino-Soviet bloc for the first time produced more steel in the first quarter of 1958 than did the U.S. And as Soviet production increases, so does its power to use trade as a weapon of Communist imperialism. The Soviet policy of "investment in disorder" is currently illustrated in Yemen, where \$80 million in ruble credits, plus 65 Communist military advisers, are already creating new trouble in the Middle East. This Soviet weapon has also probed South America, as Vice President Nixon is learning on his current trip. It has penetrated parts of Europe, southeast Asia and Japan, not to mention Egypt and Syria. Mikoyan, the master of this new weapon, may be a major shaper of world history's next 10 years.

The second great change in world trade has also taken place beyond the grasp and without the participation of the U.S. This is the economic resurgence of Europe. After a virtual stagnation of some 35 years, Europe has recently been shaping its own economic destiny towards unity, prosperity and common sense. The Common Market treaties signed last winter required far more statesmanship and willingness to take risks than anything Americans have shown in that line since the early days of the Marshall Plan. Led by Germany, the nations of Europe have

rediscovered hard money, hard salesmanship and free trade. Some of them have even discovered that old open secret of American capitalism's health: anti-trust laws. The anti-trust idea has made headway in the laws of Germany, the U.K., the Netherlands, Norway and the Coal and Steel Community—ironically at a time when the U.S., as Vernon points out, was "withdrawing its support for an international agreement on the subject" of restrictive business practices.

In short, U.S. economic supremacy in the world, which we have so long taken for granted, is now being contested by Soviet might and guile on the one hand, and by bolder practitioners of free enterprise and economic horse-sense on the other.

What do these vast changes mean for U.S. trade policy? They do not immediately threaten our position as the richest nation. Even if we withdraw into deeper protectionism, we might go on somehow thriving for a generation, though with increasing costs and dwindling alliances. But this would mean abdicating any claim to economic leadership against Soviet imperialism, as well as a short sale of our own greater destiny.

Americans have repeatedly proved to themselves that free enterprise, sound money and the profit motive are the most nearly magical key to prosperity ever devised, as well as the most favorable environment for other kinds of freedom. Now that Europe has rediscovered the same facts, Americans should rejoice at their fresh opportunity to make the system worldwide. But to seize it requires a much larger vision of economic policy than Washington has so far shown.

LIFE has already proposed (Oct. 31) one means towards this great end: a U.S. policy of complete free trade with all like-minded nations. Vernon's proposal is similar: "The economic fusion of the free world's nations." A preliminary step, as urged in the current *Fortune*, would call for unilateral U.S. tariff reduction, liquidation of the Tariff Commission, and elimination of the Escape Clause (which at present makes the R.T.A.'s freer-trade pretensions so hypocritical).

If the U.S. moves boldly in this direction, Europe's Common Market and capitalist revival would merge naturally into an expanding free trade area of the whole non-Communist world. Result: faster real economic progress everywhere, and a greater resistance everywhere to Soviet blandishments. If the U.S. does not so move, or merely stays put, the European community is likely to become autarkic and belligerent, the free world economically Balkanized, and the Soviet trade offensive provided with soft spots and round-heeled barter victims on every side.

Such is the real crisis of U.S. trade policy. Let's first pass this obsolete but indispensable R.T.A. bill, and then get on with the creation of a real world trading system.





QUICK FROZEN  
BY SWANSON

**When it bakes this juicy...with a crust this flaky...  
it's a quick-frozen Swanson pie!**

The best pie you ever tasted is a perfect snap to bake! It's a Swanson Blueberry Pie — filled with juicy, plump, sweet berries in natural juice. No heavy thickening is ever used. Thanks to freezing the Swanson way, the juice has no chance to soak into the famous Swanson crust, so it stays extra-crisp and flaky — the way you like it best. No thawing needed. Just pop delicious Swanson Blueberry Pies into the oven, and see what wonderful things happen when you and Swanson get together on a pie!

Extra Swanson convenience! All four luscious kinds of Swanson individual pies, (apple, cherry, peach and blueberry) are packed in pairs. You can serve several kinds at one meal, so everyone gets his special favorite without extra work from you!

A PRODUCT OF *Campbell* SOUP COMPANY



Family Size . . . Individual Size.  
Apple, cherry, blueberry, peach.

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*New Fleetside pickup features higher capacity body.*

**Chevy trucks  
step lively  
all day long!**

The way Chevrolet trucks stay on the go, you *know* they've got a special kind of power and build! They're as tough as the latest ideas in chassis and body engineering can make 'em. They're built to take it and keep com-

**CHEVROLET**






*Step-Vans come complete with 8', 10' or 12' bodies.*

*Series 100 model with new Workmaster V8 power.*

ing back for more! And they've got the power to hustle through any haul. Precision-designed V8 power that turns in top performance without wasted effort. Hard-working 6-cylinder power with a name for economy that's never

been equaled. As sure as Chevy trucks keep hustling around the clock and straight through the calendar—the right truck for any job is at your Chevrolet dealer's. . . . Chevrolet Division of General Motors, Detroit 2, Michigan.

**TASK·FORCE TRUCKS** 



A large illustration of a woman with dark, wavy hair and a large earring, smiling and smelling a jar of Chase & Sanborn instant coffee. A wisp of steam or aroma is shown rising from the jar towards her nose.

You can  
smell the rich  
coffee flavor!

IT PROMISES YOU A  
*FLAVOR BREAK*

A small illustration of a white coffee cup filled with dark coffee, sitting on a matching saucer.

This coffee is so fresh—so flavorful  
... use less on the spoon for the taste you like!



Table napkin test  
proves rich flavor!

*Like no other coffee you've ever tried . . . this new  
aroma-rich Instant Chase & Sanborn has a rich  
'n wonderful coffee aroma. Natural. Flavorful!  
You can't mask it—can't miss it. You can  
actually smell the flavor right through a table  
napkin. All the natural essence of fresh ground  
coffee is in *this* coffee. Instant Chase & Sanborn  
looks different in the jar, too. Richer. Fresher!  
So—you may want to experiment—even try less  
than usual for the flavor you like best.*

**INSTANT CHASE & SANBORN**  
—the full-bodied coffee

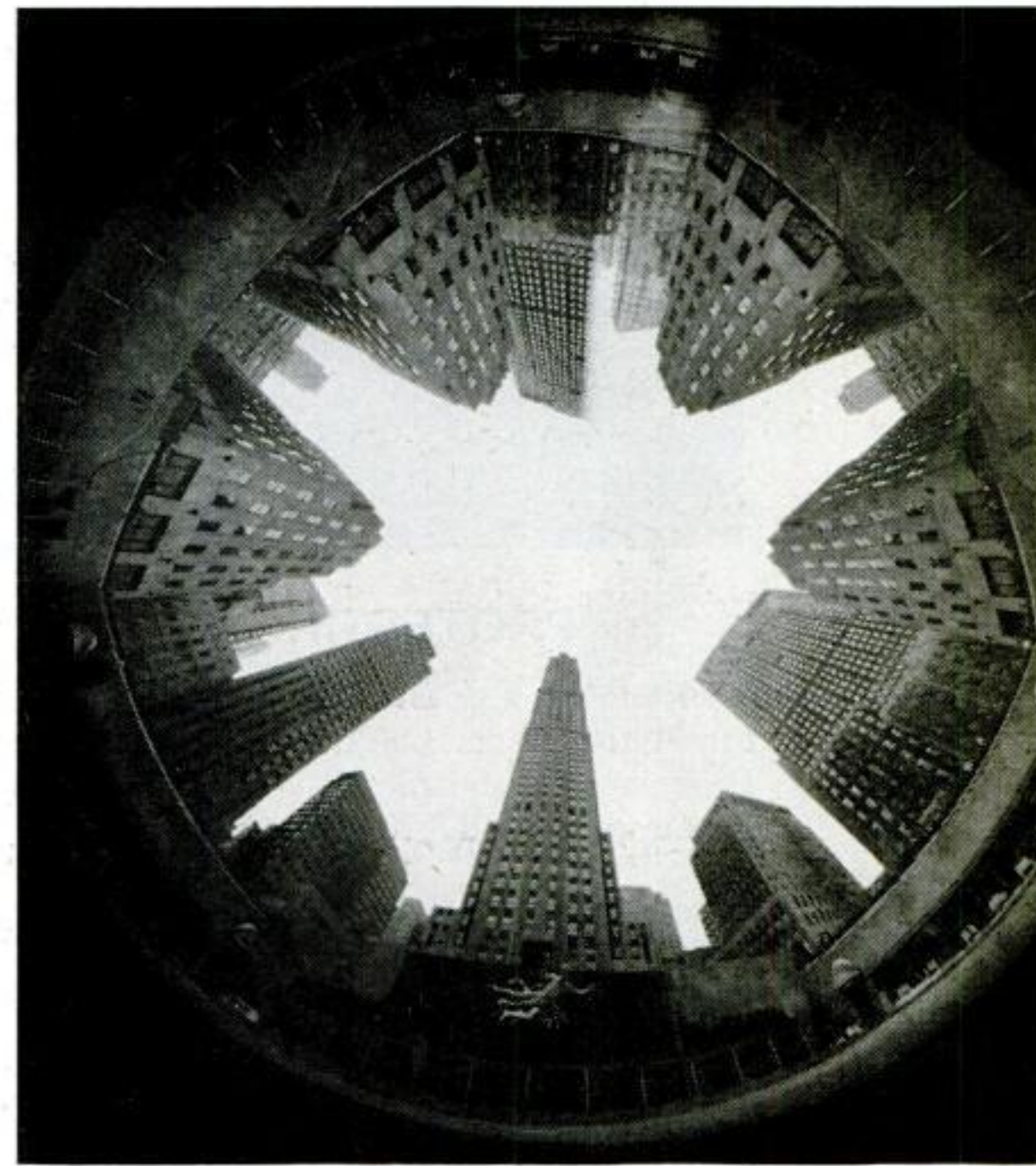
ANOTHER FINE PRODUCT OF STANDARD BRANDS INC.







# A LOOK AT THE WORLD'S WEEK



## SHINING SALESMAN

The Middle East was not the only area the Soviets were wooing (pp. 26-29). Anastas Mikoyan, No. 2 man in the Soviet Union, made an eerie appearance in Bonn as his glasses reflected the chandeliers. He was on a four-day visit to sign a \$750 million trade pact with Germany.

## LATIN WELCOME FOR NIXON ↓

As Uruguayans clutched at him from all sides, Vice President Richard M. Nixon made his way through a jam-packed Montevideo street. It was the first stop on an 18-day tour that was to take him through eight South American countries on a goodwill fact-finding tour.

## ALL AROUND THE TOWN

A new spinning camera gave a worm's eye view of Manhattan's Rockefeller Center. Developed by wide-angle camera specialist Eugene Trachtman, the camera was placed in the Center's skating rink and aimed skyward. It turned round and round, making some buildings show twice.







### PROTESTING KETCH FETCHED BACK TO SAFETY

Off Honolulu a Coast Guard cutter (*left*) took the 30-foot ketch *Golden Rule* into custody. Four pacifists aboard the ketch were headed for Eniwetok atoll 2,700 miles away in defiance

of the AEC, the Navy and a federal court. They planned to sail into the restricted area and try to stop the coming nuclear tests. All four of them were held in criminal contempt of court.



### NAPOLEON'S NAG

In Ancona, Italy workmen moved a dust-laden mummified horse into a new home in a Palace of Justice storeroom. The horse, according to Ancona authorities, had been given to the people of the city at the completion of the Italian campaign of 1797 by its owner: Napoleon.

### PLANTING PLAN

On eroded hillsides near Sining, China a swarm of diggers labored to eliminate a problem that has plagued China for centuries. They were planting trees by the thousands to help eliminate flood devastation that has caused the Yellow River to be known as "China's Sorrow."

CONTINUED



# ME?

**I couldn't be paying 41% too much for automobile insurance...could I?**

Yes, and you're not alone. Over 21,000,000 people are paying 15%—35%—sometimes as high as 59% too much. But if your driving record is good you can probably qualify for State Farm's famous "careful driver" auto insurance at big savings. You can't buy better protection. You can't get faster claim service. Call your State Farm agent now.

He's listed in the Yellow Pages. That's **STATE FARM MUTUAL** Automobile Insurance Company, "the careful driver company."

Home Office: Bloomington Illinois





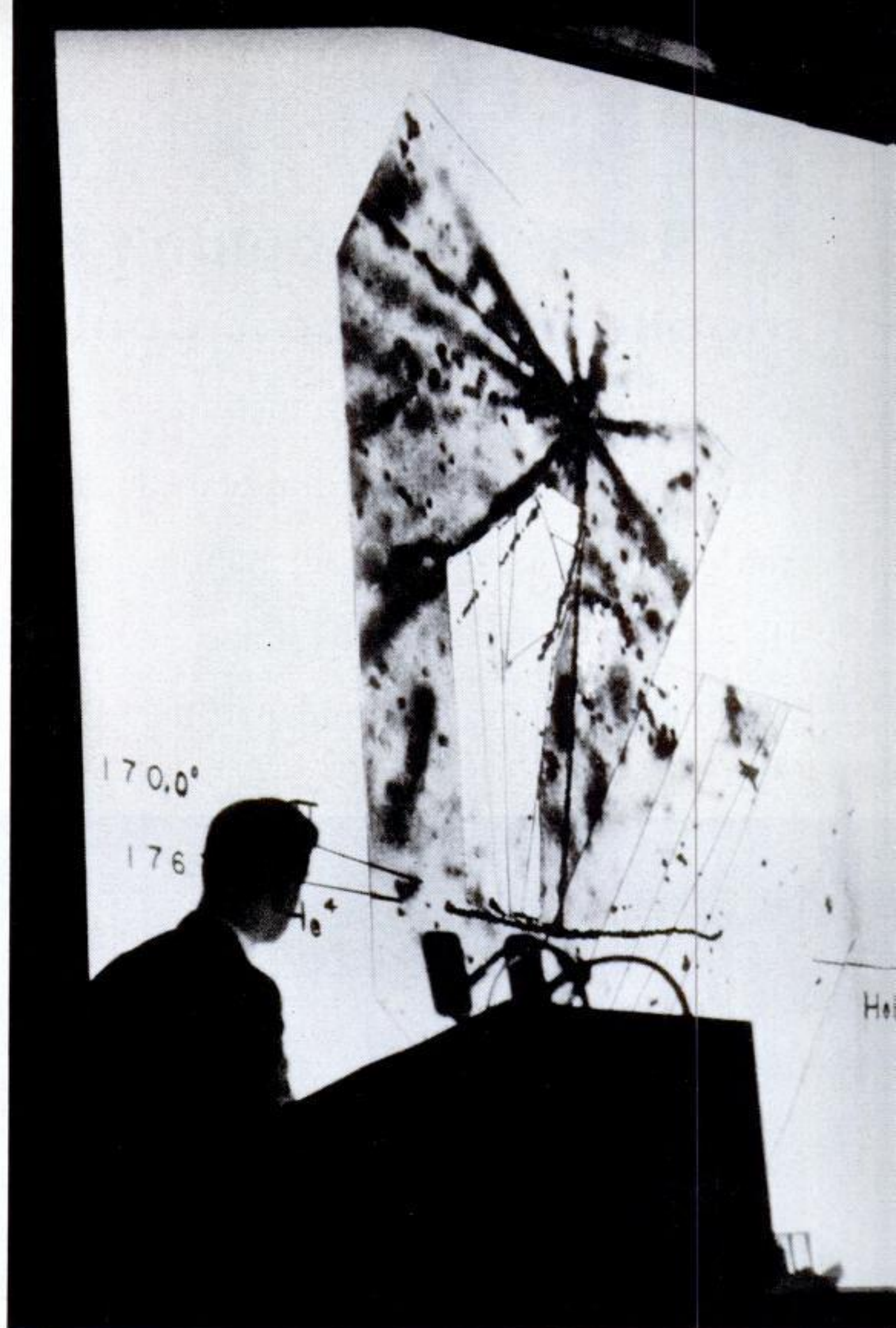


### TOGETHER AGAIN ON THE GROUND

At Dyess Air Force Base in Texas, Mrs. James Obenauf beamed at her husband (*dark glasses*) and his D.F.C. At 32,000 feet a B-47 engine caught fire. Two men at left bailed out. Lieutenant Obenauf started to jump, saw Major Joseph Maxwell (*right*) unconscious, stayed to land the plane.

### THE BRIDGE ON THE RIVER KAWKAWLIN ↓

Crossing the river Kawkawlin four miles north of Bay City, Mich., Alfred Landosky actually experienced every motorist's nightmare accident. When he was halfway over the rickety 60-year-old bridge, it collapsed. But his car stayed high and dry and Landosky clambered ashore with minor injuries.



### A PATTERN OF SUBATOMIC PARTICLES

A star-shaped pattern of little-known subatomic particles was shown on a lantern slide to research scientists at the American Physical Society meeting in Washington. For the first time 2,000 physicists got details of three new machines being used to produce high temperatures for fusion power.







Her lipstick is Tussy's Youngtime Pink

**A new way to clean your skin** and give it a pearl's translucence. Smooth greaseless Liquid Pearl on, let it rest a minute, wipe away. Now your skin is clean to the core...flawless as the deep-water gem, itself. \$1. plus tax



**TUSSY**

liquid pearl



*Nothing says lovin' like something from*

# 6 NEW WAYS TO FROM PILLSBURY



## NEW CHERRY ANGEL FOOD MIX

One of the most beautiful cakes you ever made, and an ever-lovin' dream to eat! Crystals made from ripe red cherries are scattered all the way through this lightest, loftiest of 13-egg angels. Make it soon . . . and be an angel, 1st class!



## NEW PINEAPPLE CAKE MIX

Pineapple! The juice, the fruit and the flavor of fresh Hawaiian pineapple all the way through this light, moist beauty. The secret: crystals made from fresh pineapple that melt as you bake. Try New Pillsbury Pineapple Cake Mix to get homemade quality cake.



## NEW PUDDING-CAKE MIXES

Here's new dessert magic in a mix (and so quick and easy to fix!). The cake floats on sauce that starts on top and bakes its way down. Cake and sauce mixes are both in one package. Try both chocolate and lemon. You'll eat it with a spoon and love it!



## NEW LOAF-SIZE CAKE MIXES

The small size that's just right for so many kinds of cakes. Just one package makes a single layer, half a 2-layer cake, a square loaf, a Boston cream pie or 12 cupcakes. Comes in White, Chocolate Fudge, Golden Yellow and Marble. Try your favorite soon.



*the oven*

# SAY IT

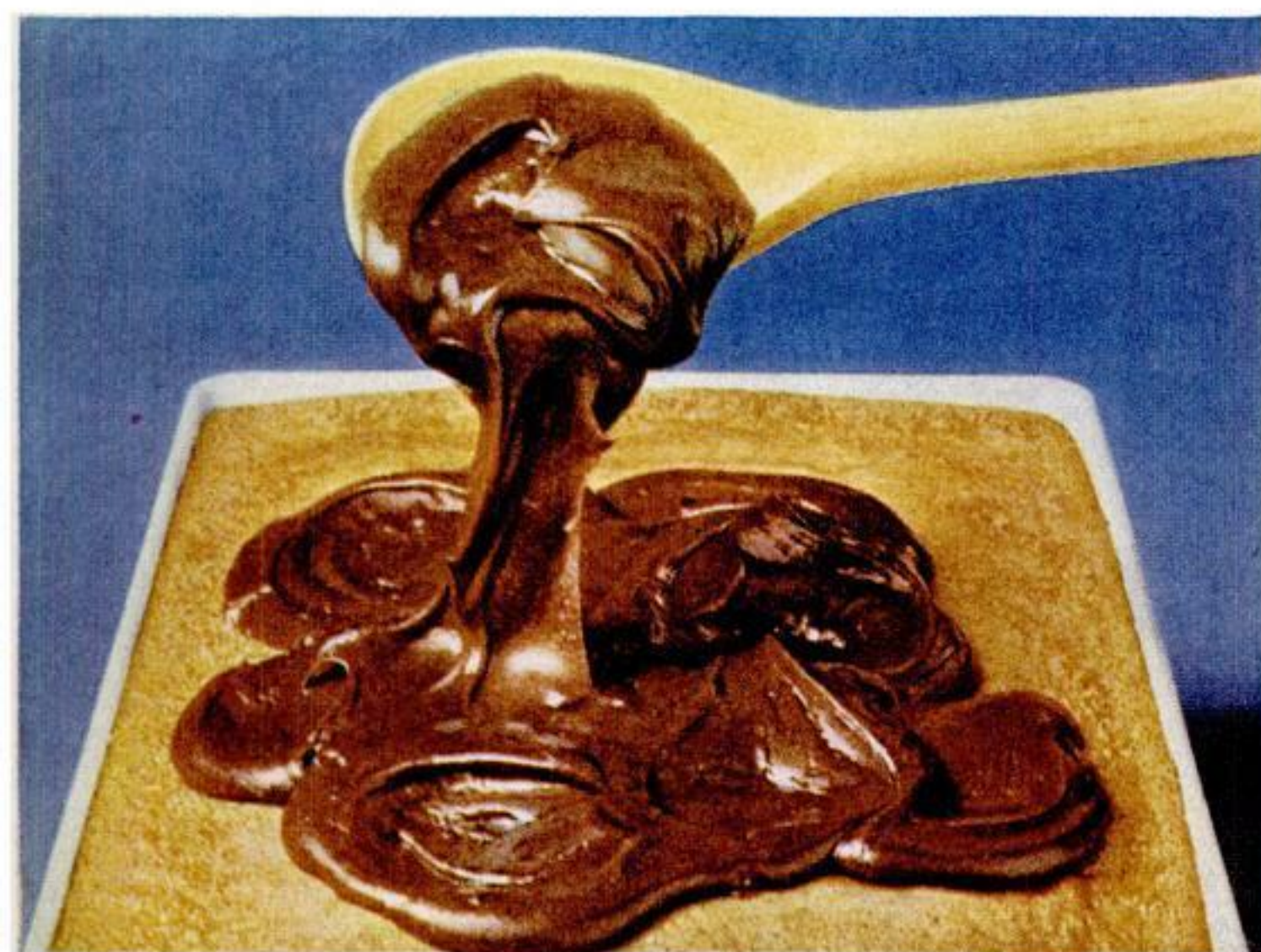
*( Try all six New Mixes and SAVE 30¢ )*

CLIP THESE COUPONS APART AND TAKE THEM TO YOUR GROCER NOW →



## NEW APPLESAUCE CAKE MIX

You'll want to try this old-time favorite, never before available in mix form. You get a moist-as-can-be applesauce cake—with chopped real apples and spices right in the mix. And it's in the new smaller Loaf Size, that fits most any pan. Give it a whirl real soon.



## NEW LOAF-SIZE FROSTING MIXES

The small size—just enough for a loaf, a single layer, or 12 cupcakes. New 2-layer treat—try both Creamy Fudge and New Creamy Vanilla—one on each layer. Like our regular-size, these are the homemade “cooked” frostings you don't have to cook!

10-702-167-738

**save 5¢**

on purchase of one package of

**Pillsbury Cherry Angel Food CAKE MIX**

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢.

This coupon expires Nov. 30, 1958.

Pillsbury Mills, Inc.  
Box 802, Minneapolis 1, Minn.

10-702-168-738

**save 5¢**

on purchase of one package of

**Pillsbury Pineapple Cake Mix**

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢.

This coupon expires Nov. 30, 1958.

Pillsbury Mills, Inc.  
Box 802, Minneapolis 1, Minn.

10-702-160-738

**save 5¢**

on purchase of one package of

**Pillsbury Applesauce Cake Mix**

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢.

This coupon expires Nov. 30, 1958.

Pillsbury Mills, Inc.  
Box 802, Minneapolis 1, Minn.

10-702-190-738

**save 5¢**

on purchase of one package of

**Pillsbury Pudding-Cake Mix**

Chocolate or Lemon

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢.

This coupon expires Nov. 30, 1958.

Pillsbury Mills, Inc.  
Box 802, Minneapolis 1, Minn.

10-702-166-738

**save 5¢**

on purchase of one package of

**Pillsbury Loaf-Size Cake Mix**

Chocolate Fudge, or White, or Golden Yellow, or Marble

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢.

This coupon expires Nov. 30, 1958.

Pillsbury Mills, Inc.  
Box 802, Minneapolis 1, Minn.

10-702-181-738

**save 5¢**

on purchase of one package of

**Pillsbury Loaf-Size Frosting Mix**

Creamy Fudge or Creamy Vanilla

TO GROCER: If you honor this coupon when presented by retail customer, issuing manufacturer will redeem for 5¢ plus 2¢ handling cost, providing you surrender coupon to manufacturer's salesman or mail to address below. Void unless initially presented to you by retail customer or where prohibited, taxed or otherwise restricted or abused. Good only in U.S.A. Cash value 1/10¢.

This coupon expires Nov. 30, 1958.

Pillsbury Mills, Inc.  
Box 802, Minneapolis 1, Minn.





What do steaks sizzle for?



*...because Hunt's is rich and thick  
and spiced with imagination!*

Hunt Foods, Inc., Fullerton, Calif.



# BAD DAY FOR SILKY, WORSE FOR SILKY'S FANS



**They have an agonizing letdown  
as their hero is 12th in Derby**

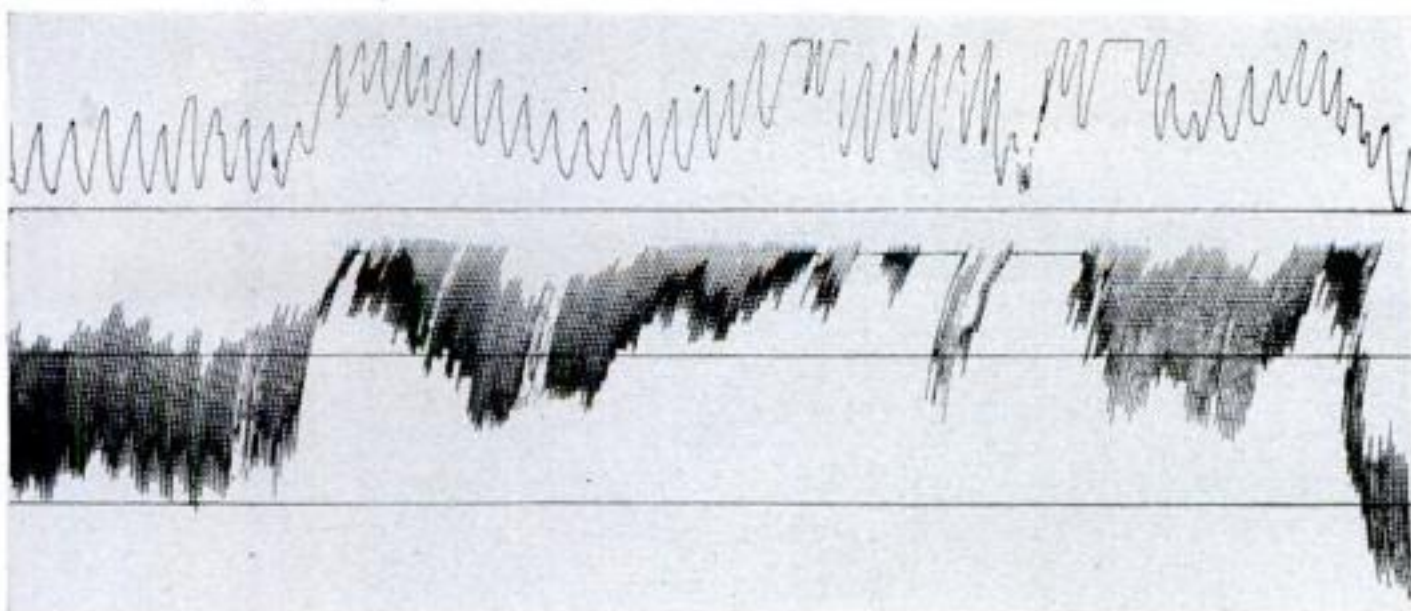
Because of a nationwide love affair between casual racing fans and a personality-plus California nag named Silky Sullivan, the Kentucky Derby had an extraordinary buildup. Silky had captured the hearts of millions with his come-from-far-behind finishes (*LIFE*, March 24). Last Saturday he started the race as usual—far behind. Then came the letdown: Silky stayed far behind. Calumet Farm's Tim Tam won, Silky was 12th in a field of 14, and rarely was more sentimental money misplaced on one nose.

How two supporters reacted to Silky's failure is depicted below. Jack Dempsey, Los Angeles travel agent and one of Silky's biggest backers, and Mrs. Reggie Cornell, wife of his trainer, showed their frustration in these photographs. Meanwhile polygraphs charted their fluctuating respiration rate and blood pressure. They certainly reflected the emotions of many who left Louisville wondering if Silky Sullivan was just an erratic runner or a lovable fraud who—in his special way—had the last laugh.

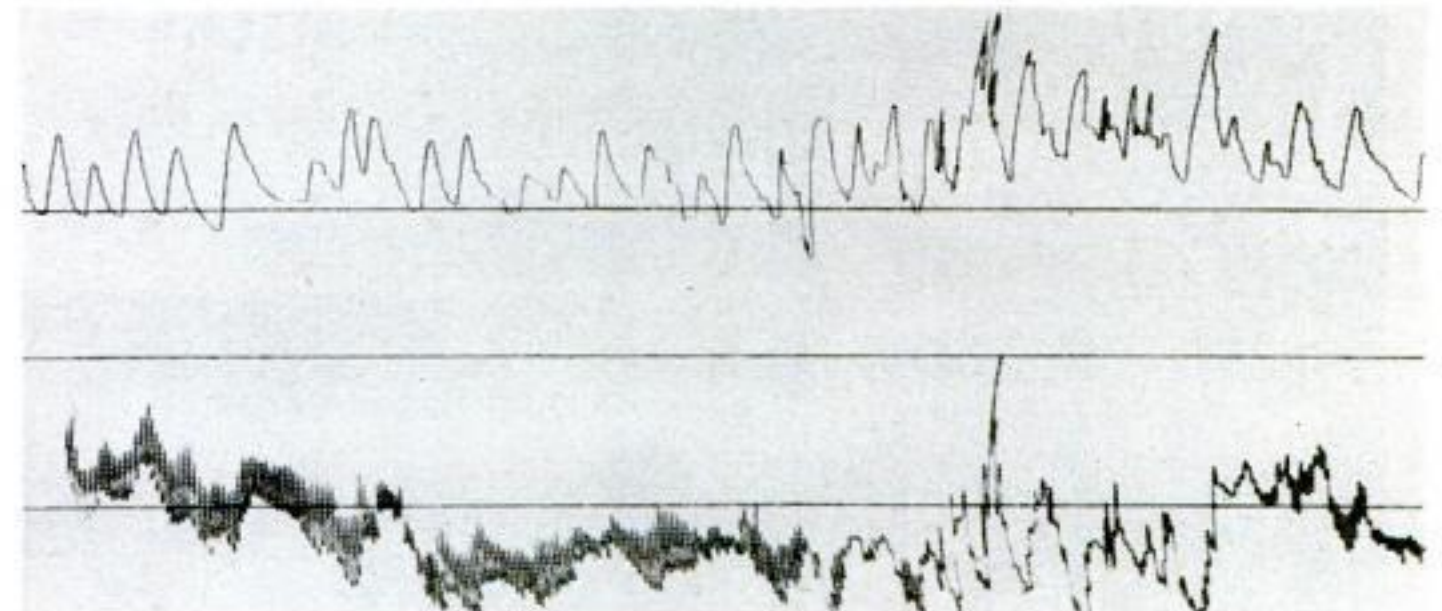
← **IDOLIZED HAM**, Silky Sullivan parades proudly past his supporters before the race, evoking the rapture that made him a co-favorite in the betting.



**SILKY FANS MRS. REGGIE CORNELL AND JACK DEMPSEY, WIRED FOR POLYGRAPH TEST, ROOT AT START (LEFT), THEN SLUMP SADLY AS SILKY FADES AT FINISH**



**DEMPSEY'S REACTION** on polygraph chart shows respiration (jagged line at top) and blood pressure on heavy tracing. Blood pressure soars after start of race, rises out of polygraph range (horizontal breaks), then plunges sharply at finish.



**MRS. CORNELL'S REACTION** indicates extreme anxiety—ragged, irregular peaks. At the highest respiratory peak she shouted, "Where's Silky?" As Silky failed in the stretch her blood pressure went up as she let her breath out.

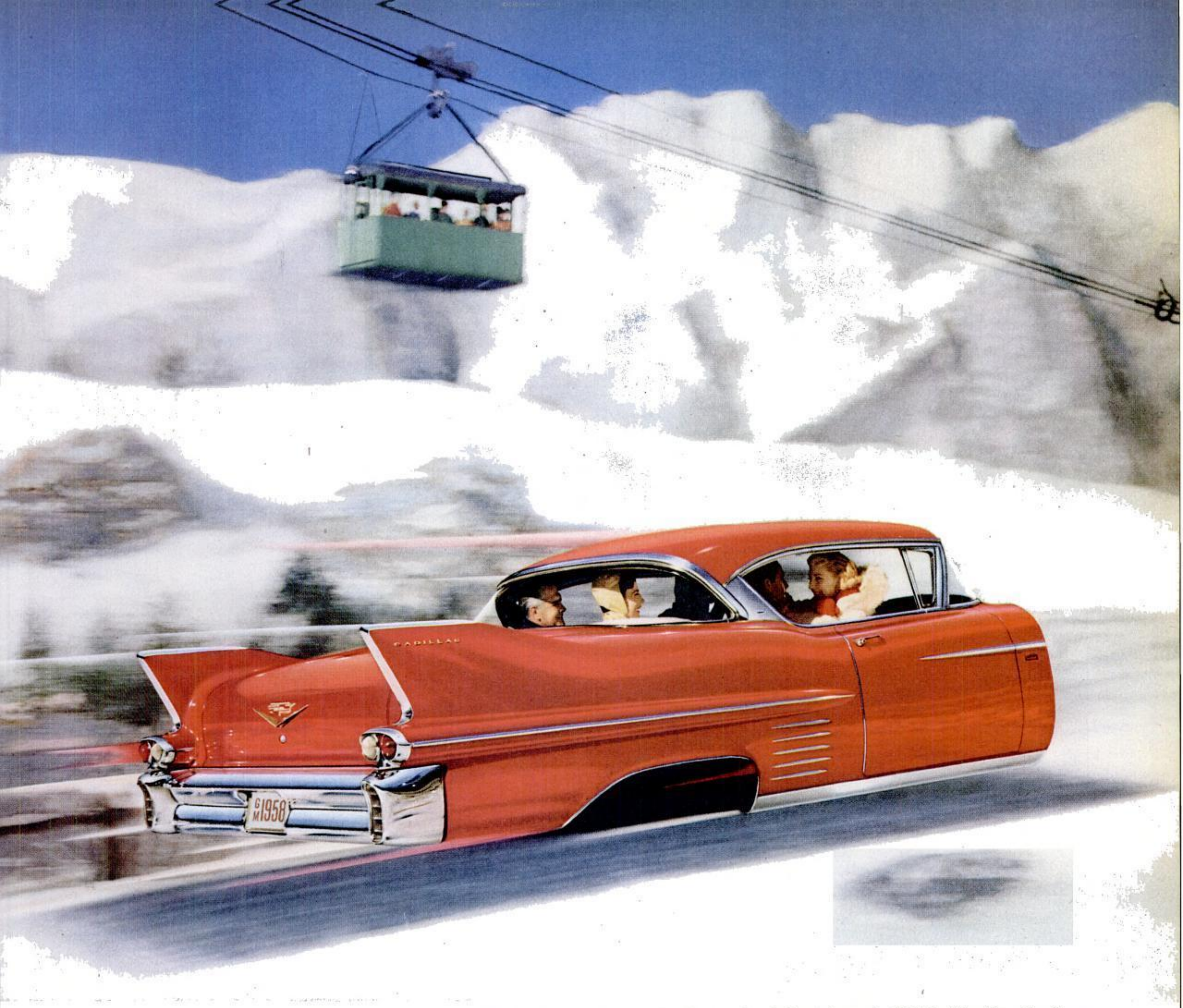




**SILKY'S ATTITUDE** toward the whole fuss is expressed by a yawn of indifference. On the day of the race he slept late as usual, then hammed like an actor

for the crowd. But he made little effort to please his fans in the race. "He just didn't like the muddy track," said Jockey Willie Shoemaker. "He gave up."





This unusual picture shows the Fleetwood Body by Fisher in the 1958 Cadillac Sixty-Two Coupe

# "Room" with a view—

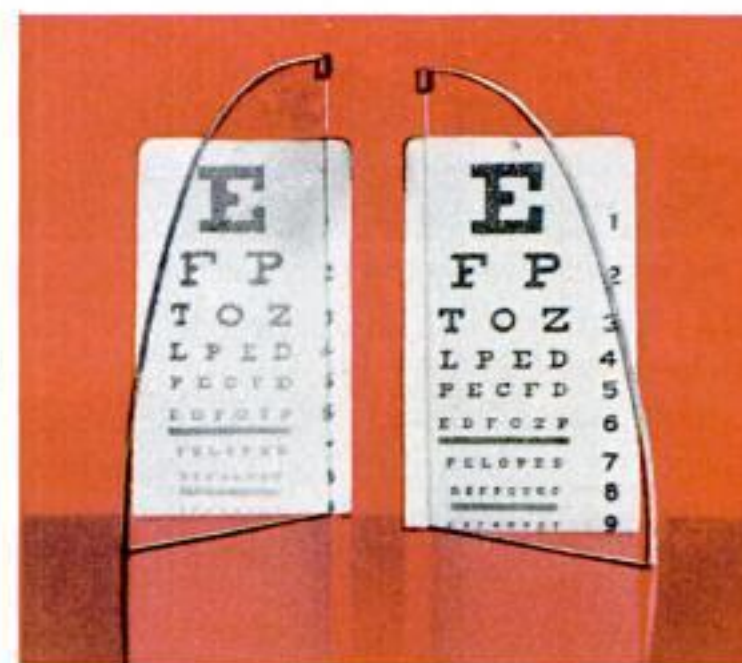
## THE NEW "SOUND BARRIER" BODY BY FISHER

Your ears *hear* the difference—your eyes *see* the difference in a new "Sound Barrier" Body by Fisher.

Sound waves are *sealed out*, glass "waves" are *straightened out*. In every Fisher Body, Safety Plate glass is used in every window, front, rear *and* side. Driver and passengers enjoy a clear, ripple-free view.

That is just one of the extras you get in every Fisher Body. There are others: Life-Span Build—lacquer instead of paint—"Custom-Furnished" interiors.

The new "Sound Barrier" Body is another Fisher Body exclusive—the latest in 50 years of "firsts."



**A MARKED DIFFERENCE.** On the left, an eye chart seen through "wavy" safety window glass. On the right, the same chart seen through the laminated Safety Plate glass of a Fisher Body. On every Fisher Body window, the word "PLATE" spells better visibility, less eye fatigue.

## Only the "GM Five" give you the Bonus of BODY BY FISHER



50 YEARS OF BODY BUILDING LEADERSHIP

CHEVROLET • PONTIAC • OLDSMOBILE • BUICK • CADILLAC

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# LOOK AT BOTH—AND YOU'LL BUY GAS!

**"Today's  
most modern ranges are  
faster—cleaner—cooler  
—fully automatic, too!"  
says Julia Meade**

CALORIC RANGE. CABINETS BY KITCHEN MAID.



**AUTOMATIC OVEN!** Timers, self-lighting burners, self-starting ovens—today's Gas ranges have them all! In addition, this modern range has a "Snack" broiler as well as a regular one. Wonderful for quick lunches, spur-of-the-moment entertaining.



**AUTOMATIC SURFACE UNIT!** Every pan you own is automatic on this "Burner-with-a-Brain." A sensing element "feels" the heat of the pan, raises and lowers flame to keep correct cooking temperatures—automatically. No scorch, no burn, no pot-watching.



**AUTOMATIC ROTISSERIE!** Bring the flavor of outdoor cooking into your kitchen on a spit that turns automatically. Great for shish-kabob, broiled chicken, hot dogs, yet big enough for a party-sized roast. Entire unit lifts out for easy cleaning and storing.

See these new ranges at your Gas company or Gas appliance dealer during Spring Showing: Caloric, Dixie, Hardwick, O'Keefe & Merritt, Roper, Tappan, Universal and Western-Holly.

**"NOTHING'S FASTER," SAYS JULIA!** "Just as I've shown you on TV, new super-speed burners give you the quickest heat of any kitchen range. *It's actually instant!* Yet heat's gone the moment Gas is turned off. No warm-up wait, no hangover heat. And only Gas gives you an infinite choice of cooking speeds—any degree of heat from zero on up—the ultimate in cooking convenience!"

**"NOTHING'S CLEANER," SAYS JULIA!** "Just as I've shown you on TV, cooking with Gas means walls stay clean longer. Sparkling clean cooking utensils prove that Gas cooks the food, not the pot. Gas guarantees smokeless broiling, too. And cleaning a modern Gas range is so easy. Burners lift out for easy sudsing in the dishpan, surfaces wipe clean with a damp cloth!" **AMERICAN GAS ASSOCIATION**

**ONLY GAS  does so much more...for so much less!**





FIGURE OF PEACE DOVE MOUNTED ON GLOWING FACADE OF GRAND PALAIS RISES BEYOND FOUNTAIN-SPRAYED POOL. PALAIS IS FAIR'S RECEPTION CENTER

# BRUSSELS LIGHT-UP TIME

Shapes, sights of the World's Fair show age of marvels and contest of ideas

Night after night the skies were aglow with unearthly shapes and shimmering colors as the Brussels World's Fair, first full-scale international exposition since New York's 19 years ago, got off to a good start on its six-month run. The thousands flocking to the glittering \$260 million show, braving wet and chill spring weather to do so, indicated that the fair would reach its goal of 35 million tourists.

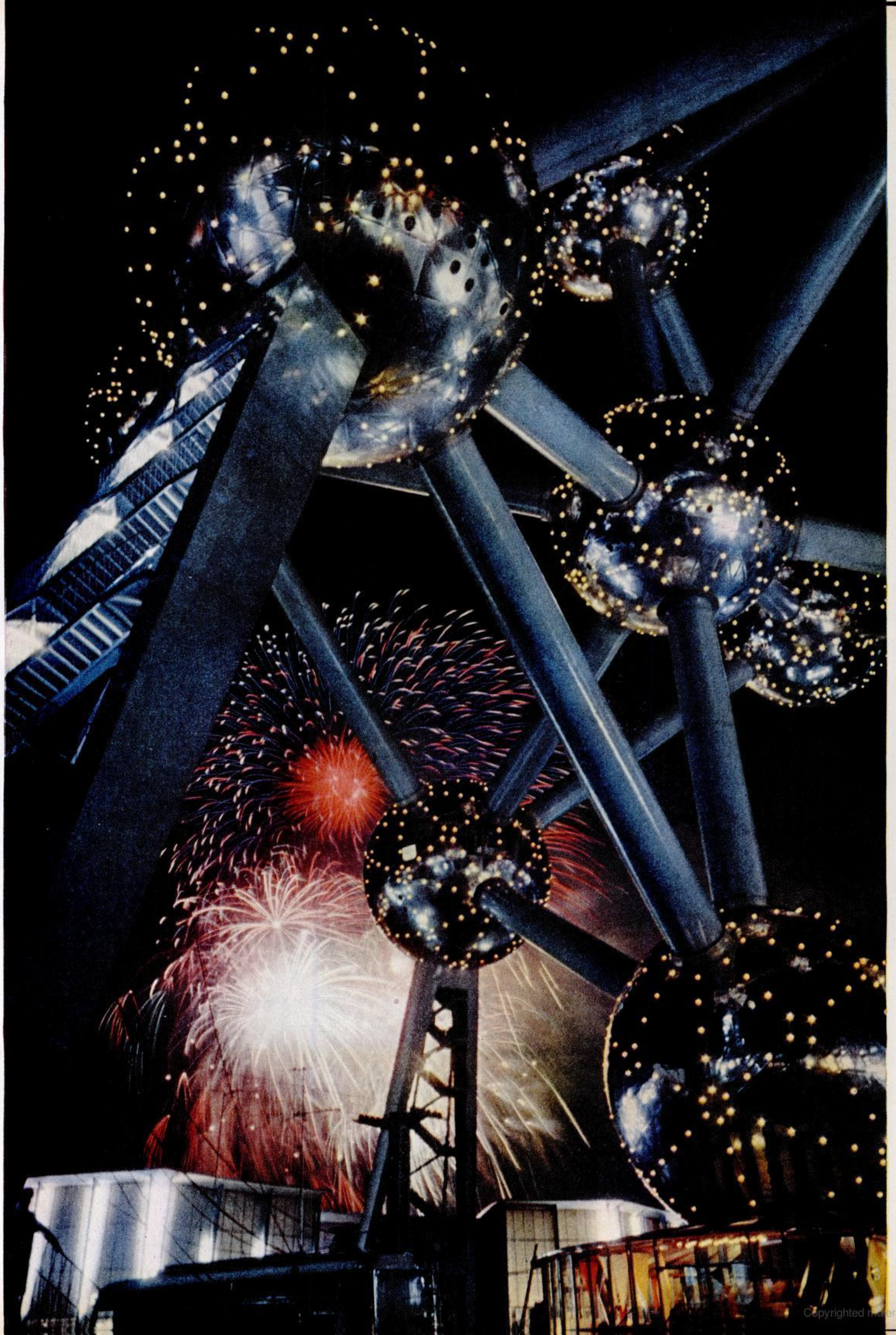
Under the gigantic trademark of the Atomium, a spidery 350-foot structure whose nine burnished bulbs represent the atom arrangement in iron, 42 nations were using not only the arts of stagecraft but the artifacts

of today's technological revolution to dramatize the fair's concept. The British displayed a working model of Zeta, a thermonuclear experimental machine. For the United States, I.B.M.'s Ramac electronic brain was giving historical information in 10 languages. Russia's immense pavilion of glass and steel housed Sputniks I and II.

But, beyond the precise and measurable wonders of science, Brussels was quickly becoming a showplace for less tangible but even more important values. Here, epitomized in the adjoining U.S. and Russian pavilions, was a developing contest between the ways of life of West and East.

CONTINUED









**IN U.S. PAVILION** American and European models parade on ramp, giving a day-long look at newest U.S. fashions and proving a sensation of the fair. The airy

circular building designed by Architect Edward Stone spans 340 feet, has central pool and growing trees, a spacious design lighted through an exterior grill.



← **SOARING ATOMIUM** frames sprays of fireworks on opening night. Spheres representing atoms are reached through steel tubes. One houses a restaurant.

**IN SOVIET PAVILION** 25-foot statues of Russian worker (left) and peasant woman confront visitors. In front of Lenin statue (rear) is a Sputnik model.

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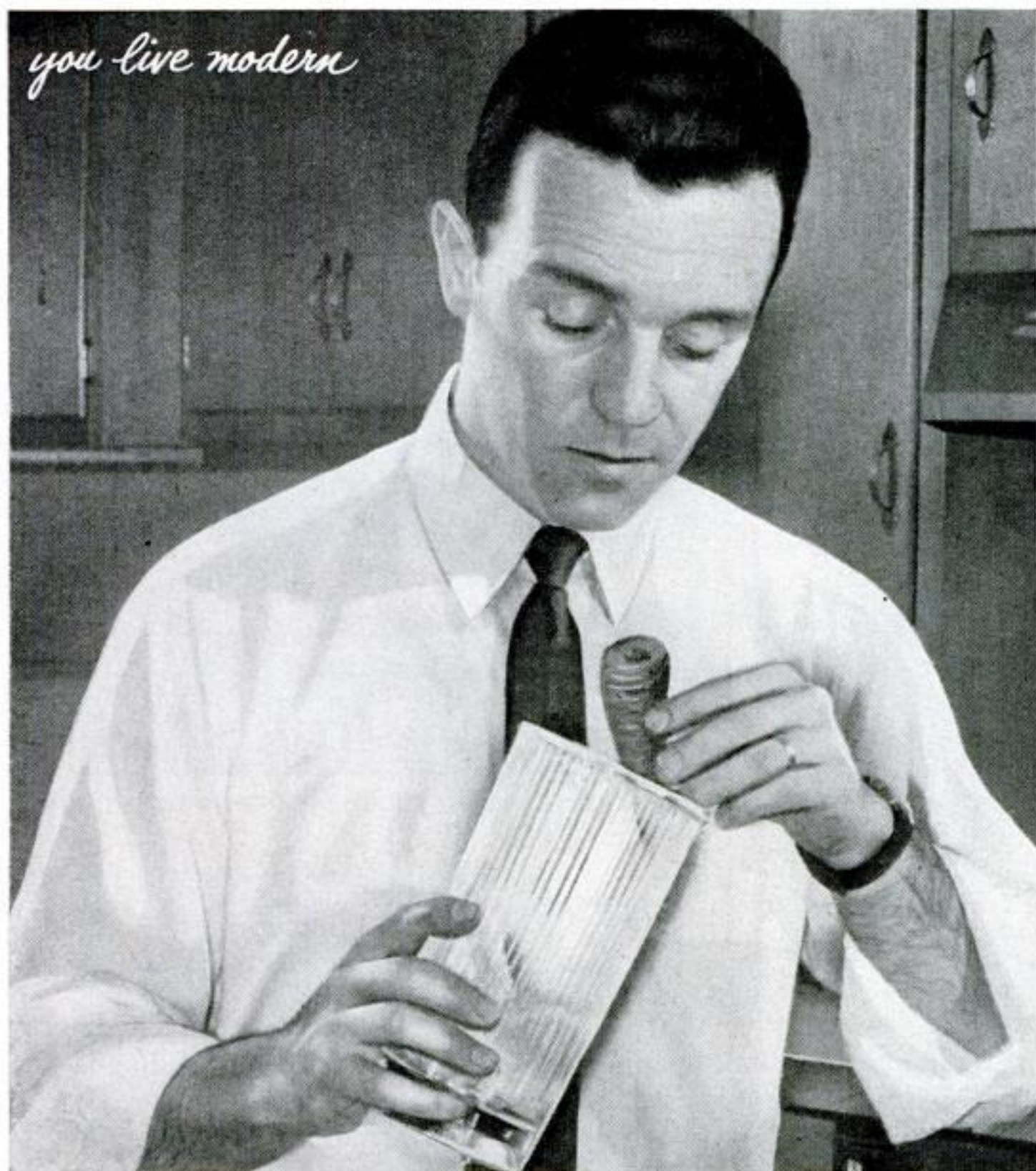




**ROYAL BALL**, the first given by a Belgian monarch in 24 years and the only big social occasion of King Baudouin's seven-year reign, was given in honor of the

opening of the fair. Two orchestras played for 6,000 guests who here mingle under the great crystal chandeliers outside the throne room of the royal palace.





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MAKING PARADE ENTRANCE FOR BALL, GUESTS MARCH UP "STAIR OF HONOR." BECAUSE OF HUGE GUEST LIST ARRIVALS WERE STAGGERED OVER 90 MINUTES

## FUN FOR NEARLY ALL AT A ROYAL BALL

Giving the first royal ball in Brussels since 1934, the Belgian court went all out to celebrate the fair. Among the 6,000 guests were five princes and 11 eligible European princesses. The court and its guests were lively with speculation that the 27-year-old bachelor king, Baudouin, might choose his consort from among the assembly of princesses. But Baudouin, who is called "the timid king," danced with only two. He opened the ball in a sedate fox trot with 20-year-old Princess Beatrix of the Netherlands and then took to the floor for the second and last time with

21-year-old Princess Birgitta of Sweden. He left for home before midnight.

Even before the king's departure the party showed signs of turning rowdy. The crush was so great that before the king could dance the courtiers had to push to make room. At one point guests were seen to climb on tables. Later the press around buffet tables laden with caviar and champagne became so ardent that the food was spilled and decorations and jewels were ripped from gowns and uniforms. Nearly everybody, except the host and nine undanced-with princesses, seemed to have a good time.

**DISTINGUISHED GUESTS** are (from left) ex-Prime Minister van Zeeland and wife, Madame and Minister of State de Schryver, ex-Finance Minister Janssen.

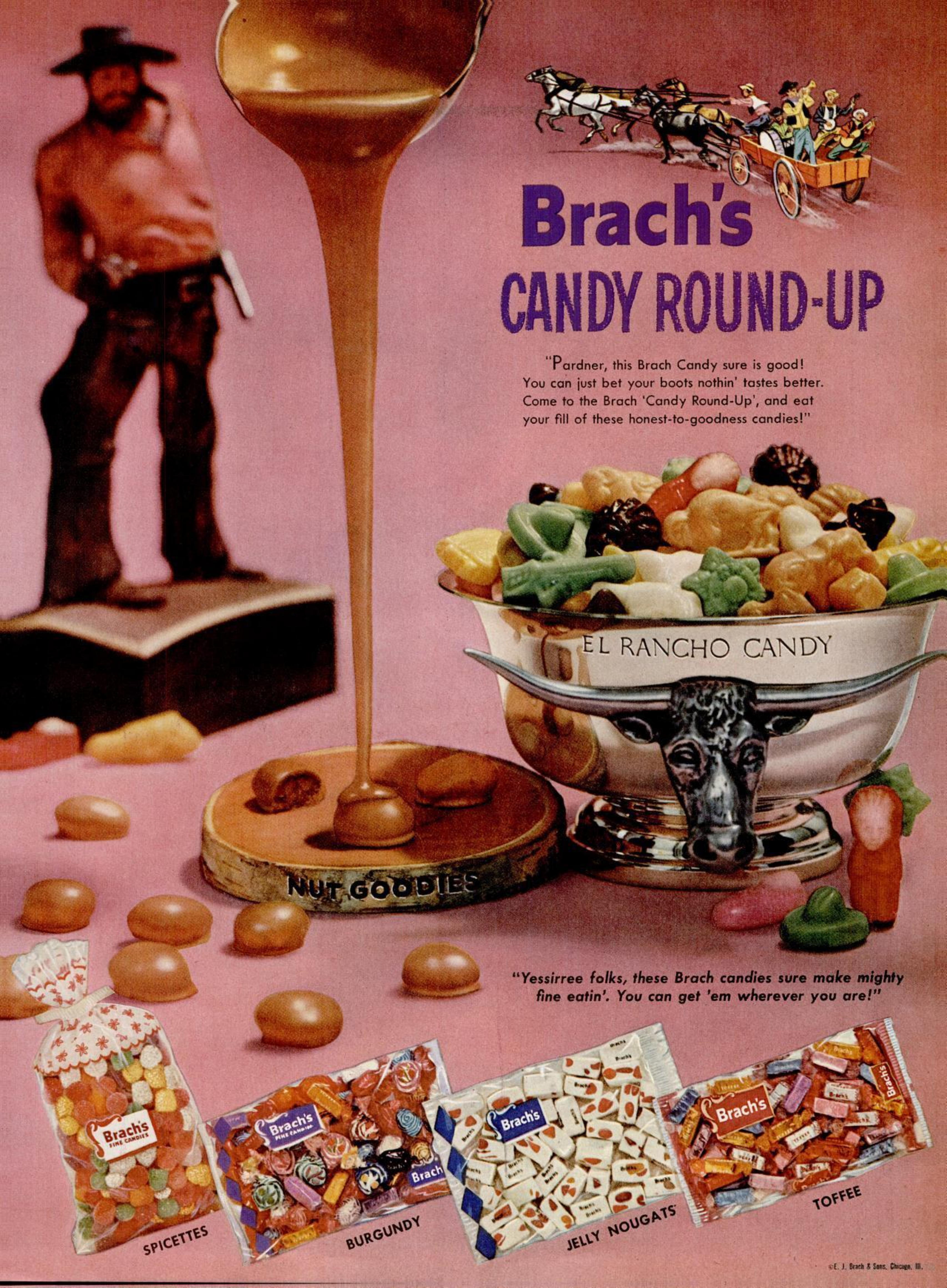


**KING'S ENTRANCE** is made among guests. He is preceded by aides Viscount de Ghellinck-Vaerneweyck (left), Viscount du Parc, Count d'Aspremont Lynden.



CONTINUED





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BRUSSELS CONTINUED

# GUEST PRINCESSES PRESENT IN BEVIES



**THRILLED DANCER** laughs happily as she swirls around the Empire Room, one of two ballrooms. Bouffant style ball gown was prescribed by court officials.

**ROYAL ARRIVALS** are (from left) Prince Jean de Bourbon Siciles, Princess Birgitta, Prince François d'Orléans and Sweden's Countess Madeleine Bernadotte.



**TABLEAU OF PRINCESSES** in anteroom before the ball include (from the left) Princess de Réthy of Belgium, King Baudouin's stepmother; Isabelle d'Orléans of

France; Maria Gabriella of Italy; Maria Cristina d'Aoste of Italy, who is partly concealed behind Marie Thérèse de Bourbon Parma of France at the far right.





BRUSSELS CONTINUED



**SOVIET SELL** concentrates on massive machinery. At left is a gigantic outsize bearing dominating display of production sizes. In the center, pedestal-mounted

models show off new 170-passenger turbo-prop TU-114 and other transports. At right an earnest Soviet booster extolls the virtues of automatic milling machine.

## HEADACHES IN A POPULARITY CONTEST

Fairgoers who assume that Brussels consists mainly of a hard sell contest between the U.S. and U.S.S.R. are only half right. Russia's big pavilion is dedicated to the hard hard sell. Its materials include masses of machinery, autos, Sputniks and torrents of statistics and slogans, printed and broadcast. Loudspeakers trumpet through the fairgrounds: "If you are tired, hungry, the best place is the Russian restaurant."

By contrast the American pavilion is a graceful pleasure dome housing a very soft sell indeed. In fact, to some distressed Americans, the U.S. sell seemed so soft as to be outright sloppy. After the fair opened the pavilion roof leaked and two of its balconies were closed as unsafe.

In kitchen displays the refrigerators were foodless, the washing machines clothesless. These, of course, were the opening headaches of any fair. And European visitors, less distressed than Americans by shortcomings, appeared to be finding the exhibit cheerful and attractive.

As a contest between the U.S. and U.S.S.R., reported Correspondent Israel Shenker, it was too early to tell who would win. The Russians were having troubles too. "At the outset," Shenker cabled, "the Russians had several guest books. But some comments of visitors seem to have been so outspoken that now there is only one guest book and a Russian sits beside it to keep visitors from seeing what was written on previous pages."

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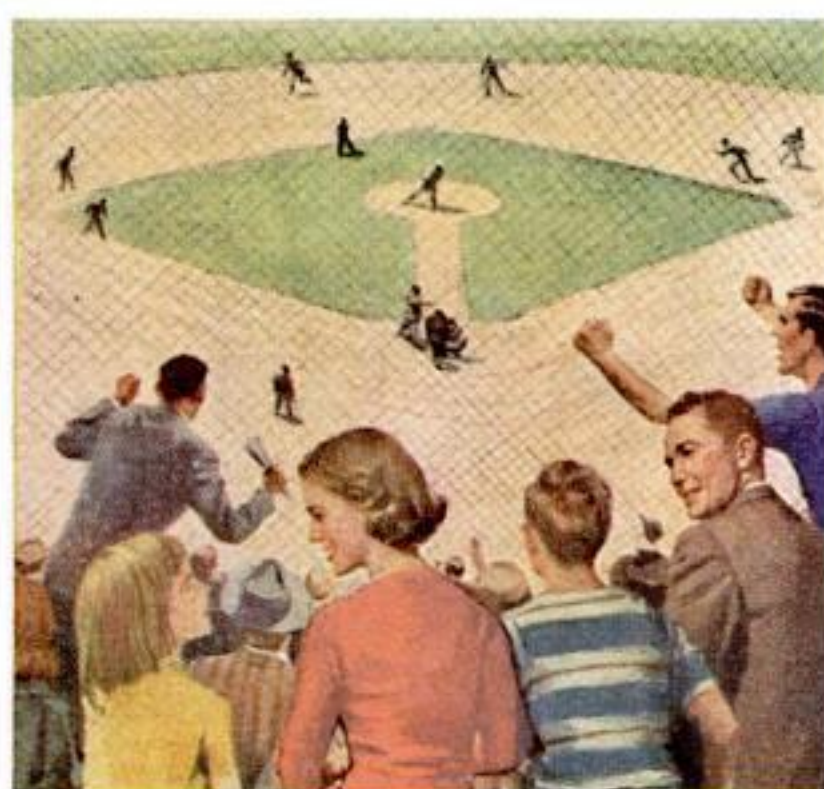


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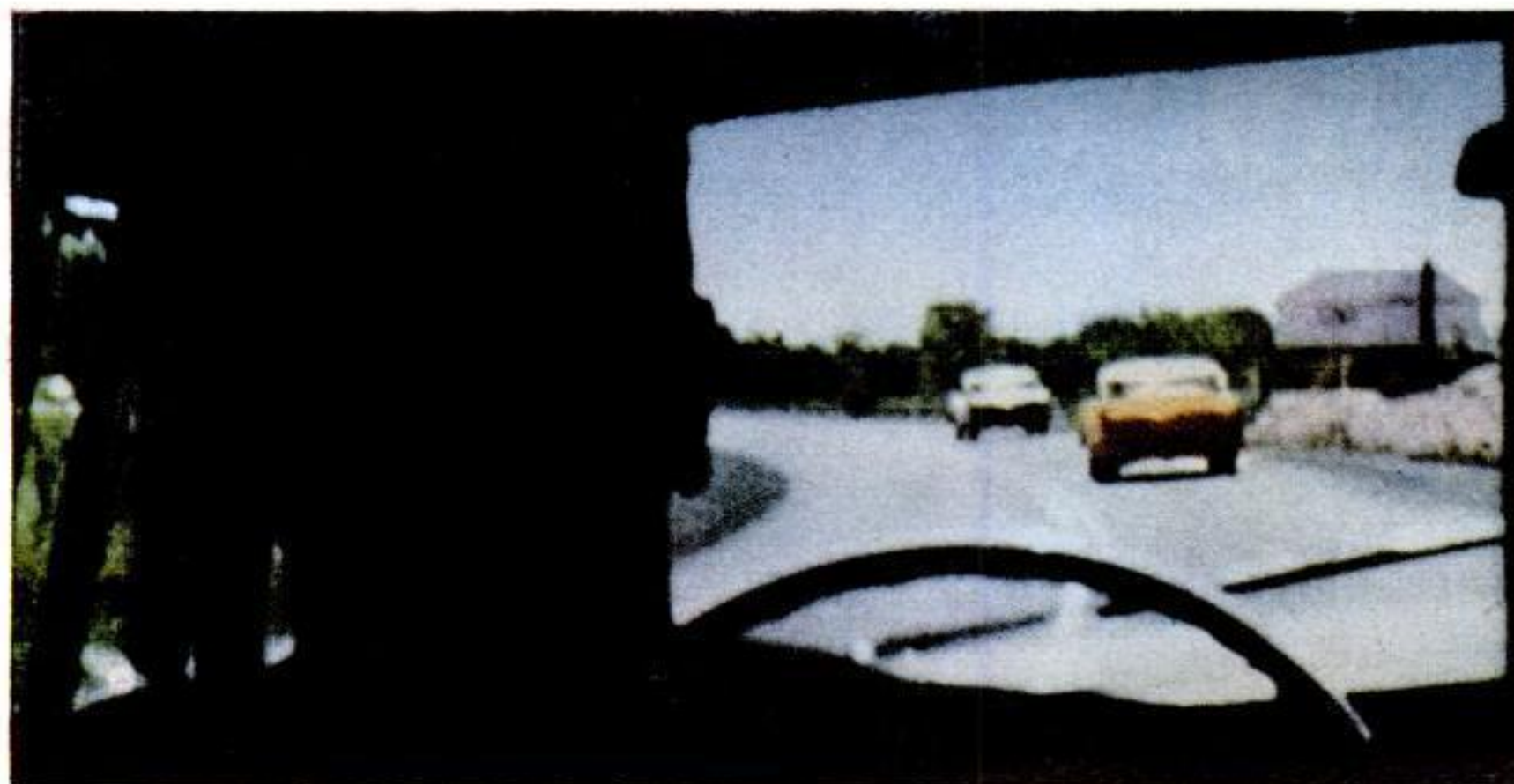
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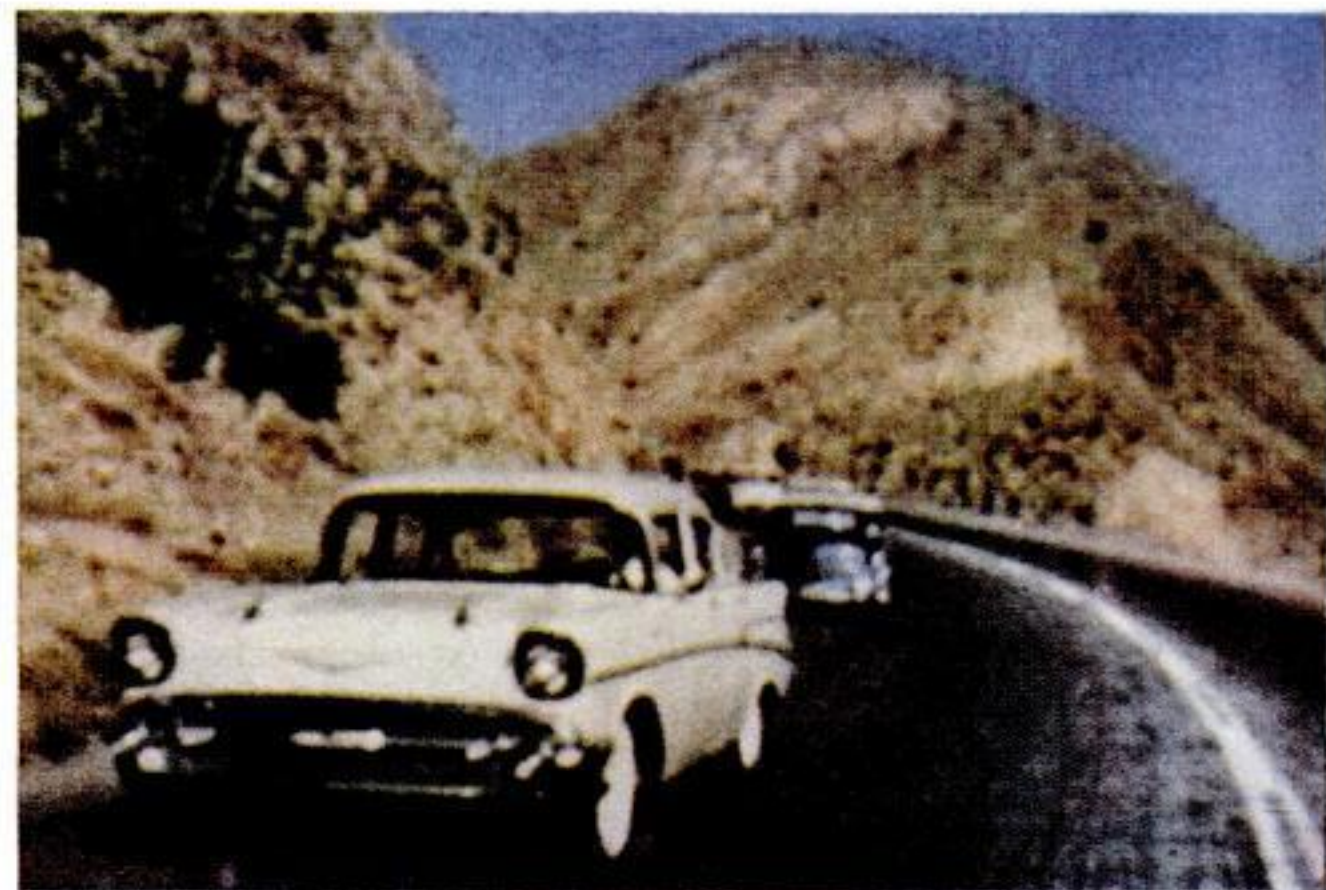
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**TRIPE AND SWEETBREADS** shown in traditional French style clockwise from foreground are (*left*) sautéed tripe; sweetbreads en brochette with bowl

of château sauce; chafing dish of sweetbreads and ham in sherry to be served on toast; casserole of Tripe à la mode de Caen; and sweetbreads baked with herbs.

## FRENCH LESSON IN INNARDS

**Mostly snubbed by the U.S., variety meats are part of the grand tradition in cooking**

The French say that it takes either a great gourmet or a simple peasant to prepare hearts, kidneys, tripe and other innards (U.S. butchers call them variety meats) so they are fit to eat. In the U.S. these meats, though served in the best and most expensive restaurants, are hardly ever eaten at home—because of an unthinking prejudice most Americans have against them, and also because they are tricky meats which though not hard to cook have to be handled precisely.

All variety meats must be absolutely fresh since they deteriorate quickly. Tripe for instance, should be ordered in advance from the butcher to avoid getting meat a couple of days old. Cooking methods vary widely.

Tripe gets tough unless cooked over a low flame for a long time. Liver and kidneys, on the other hand, get tough and hard unless cooked quickly at high heat. Kidneys should always be parboiled before cooking. Sweetbreads must be soaked and blanched before being put in the refrigerator. Brains must be refrigerated with liquids to cover them.

But as cooked by the French with wines, herbs, special seasonings, variety meats are more than worth the trouble. On these pages are dishes done in the best French tradition. Full instructions for cooking them follow, so that anybody—depending on what kind of culinary snob he fancies himself—can boast of being a great gourmet or a simple peasant.

CONTINUED



## INNARDS CONTINUED

**GREAT DISHES** made from variety meats are fine party fare. On the table clockwise from the left are brains with black olives; brains au beurre noir, in the chafing dish; cold beef tongue with a small casserole of horseradish cream sauce; lamb tongues with raisin sauce. On the table at back, clockwise from left, are baked liver and onions; roasted calf liver in front of the bread sticks with a bowl of Béarnaise sauce; veal heart and red wine stew and deviled pigs' feet. On the table (right), clockwise from left, are: beef kidney pie to serve with waffles; veal kidneys Ardennaise on rice; a casserole of veal kidney and brandy stew.









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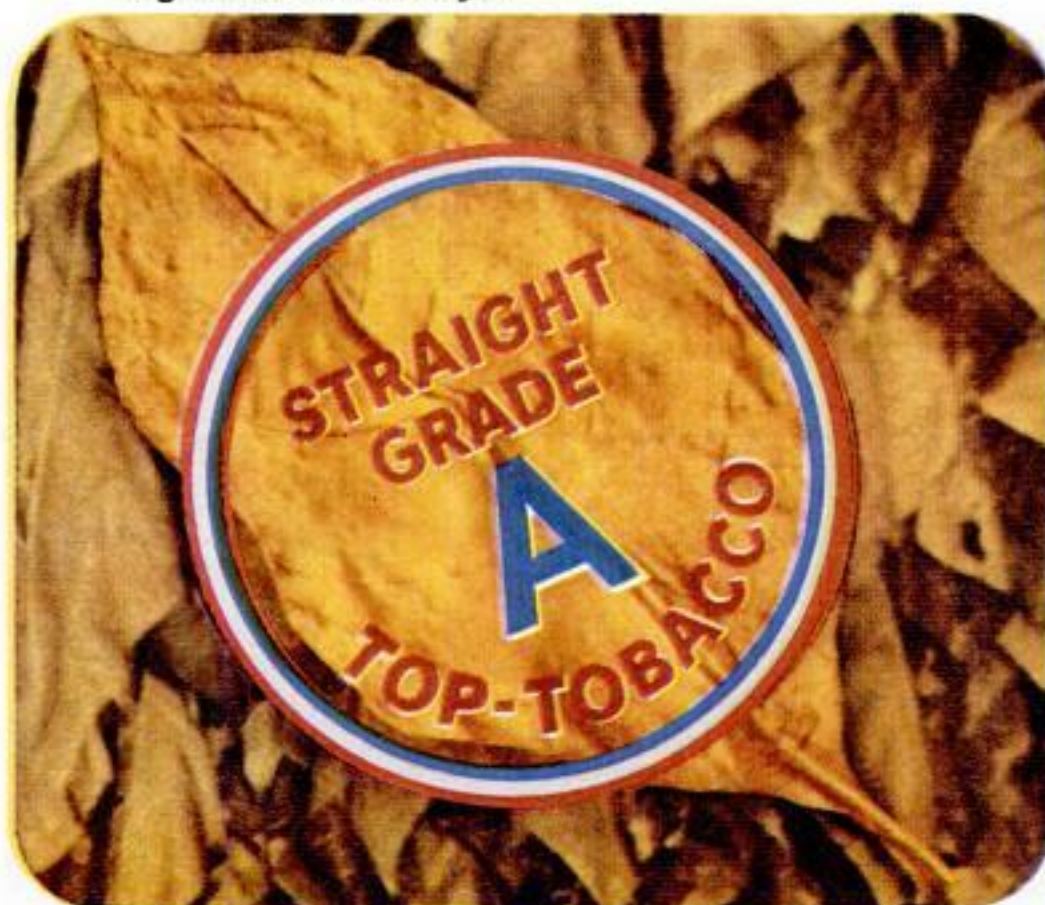
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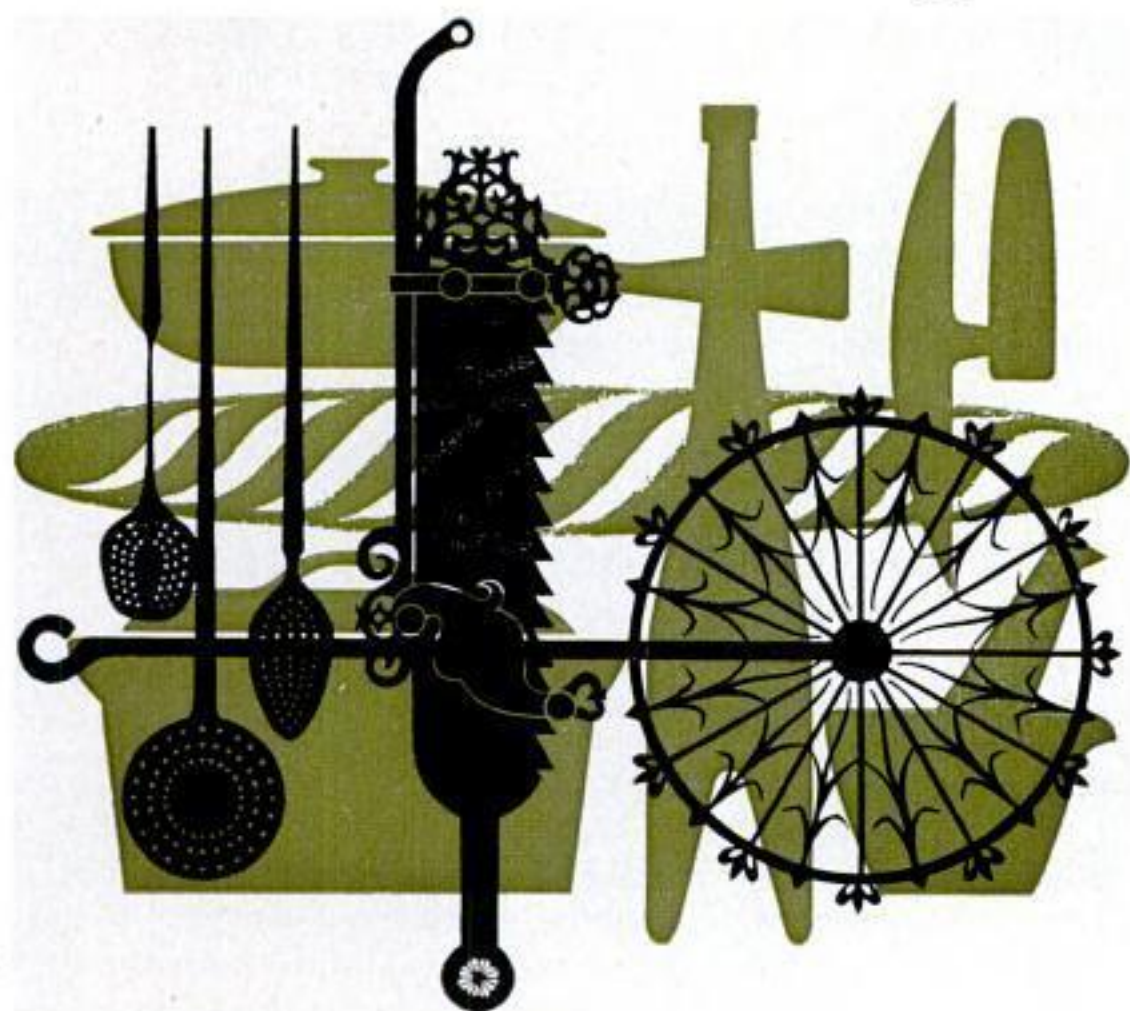


REGULAR

KING



# Rules and Recipes



## TRIPE

Tripe, the inner lining of the stomach of beef, is always parboiled before being sold. Add salt cautiously when preparing because some butchers use more salt in parboiling than others.

### SAUTÉED TRIPE

3 pounds fresh tripe	12 peppercorns, cracked
2 stalks celery	1 cup melted butter
½ cup chopped parsley	1 cup dry bread crumbs
½ teaspoon thyme	2 tablespoons chopped chives
1 large onion, sliced	1 tablespoon salt
1 clove garlic	

Cut tripe into pieces 2 by 3 inches. Cover with cold water, add salt, celery, parsley, thyme, onion, garlic and peppercorns. Bring to a boil, reduce heat, cover and simmer for 4 hours. Remove from heat and let stand in broth until cold. Drain thoroughly, dip in melted butter and then into crumbs. Sauté in remaining butter until golden brown. Sprinkle with chives. Serves 6.

### TRIPE À LA MODE DE CAEN

6 pounds fresh tripe	¼ cup chopped parsley
2 pounds marrow bone	½ cup chopped celery leaves
1 calf's foot, cut up	2 cups dry white wine
2 cups diced carrots	1 cup brandy
2 cups chopped onions	4 cups beef broth or bouillon
3 cloves garlic, minced	1 tablespoon salt
10 shallots, minced	freshly ground black pepper
1 bay leaf	

Cut tripe into 2-inch squares. Combine with remaining ingredients in a deep casserole or Dutch oven with a tightly fitting lid. Wrap casserole completely in aluminum foil. Cook in a slow oven (325°F.) for 12 hours. Remove bones before serving. Serves 6.

### SWEETBREADS

Only lamb, beef and calf sweetbreads (thymus glands) are used in cooking. Calf's heart sweetbreads are the sweetest and tenderest. Sweetbreads should be precooked the minute one gets them home. Plunge into fresh cold water in a cooking pot. Add 1 teaspoon salt, 1 tablespoon vinegar for each quart water. Bring the water to a boil—½ quart water per sweetbread—simmer gently for 15 minutes. Drain the sweetbreads again and plunge in cold water. When they are cold, cut away and discard the tough tissue that connects them. Put sweetbreads back in refrigerator with a plate on top of them to flatten them. They should be cooked and served within 24 hours.

### SWEETBREADS EN BROCHETTE

3 pairs sweetbreads	1 egg, beaten
6 slices bacon, cut into pieces	1 tablespoon dry white wine
24 mushroom caps	½ cup bread crumbs
3 medium-sized peppers	½ teaspoon salt
cut in 1-inch squares	freshly ground black pepper
½ cup melted butter	

Cut parboiled sweetbreads each into 4 pieces, dip into egg combined with wine, salt and pepper and then into bread crumbs. Thread on skewers with bacon, mushrooms, pepper squares. Broil under low heat, basting with melted butter until golden brown. Serve with Château Sauce (next page). Serves 6.

CONTINUED

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## INNARDS CONTINUED

### CHÂTEAU SAUCE

¾ cup butter  
½ cup chopped onion  
2 tablespoons chopped shallot  
4 tablespoons flour  
½ cup canned tomato purée

3 cups strong beef broth  
2 tablespoons bottled meat extract  
¼ cup chopped mushrooms  
¼ cup dry white wine

Sauté onion and shallot in 4 tablespoons butter until golden. Add flour and cook, stirring constantly, until it acquires a deep brown color. Add purée, broth and meat extract and cook, stirring constantly, until thickened. Add mushrooms to wine and cook over high heat for five minutes. Stir into thickened sauce. Add remaining butter, melted, and beat with wire whisk or rotary beater until thoroughly blended. Makes four cups.

### SWEETBREADS AND HAM IN SHERRY

2 pairs sweetbreads  
½ pound boiled ham, cubed  
¼ cup butter  
½ cup green pepper strips  
½ pound mushrooms

½ cup dry sherry  
1 cup heavy cream  
½ teaspoon salt  
freshly ground black pepper

Cut parboiled sweetbreads into cubes. Melt butter, add sweetbreads, ham and green pepper and sauté for 10 minutes, stirring frequently. Add mushrooms and cook five minutes. Add sherry, cream and other ingredients and heat thoroughly. Do not boil or sauce will curdle. Serve on toast. Serves 6.

### BAKED SWEETBREADS WITH HERBS

3 pairs sweetbreads  
¼ cup butter, melted  
1 clove garlic  
½ cup chopped onion  
½ cup diced carrot  
1 bay leaf

½ teaspoon thyme  
¼ cup chopped parsley  
1 cup beef stock  
2 tablespoons dry sherry  
1 teaspoon salt

Pour melted butter into casserole; add garlic, onion, carrot, bay leaf, thyme and parsley. Bake in a very hot oven (450° F.) for 15 minutes, then place sweetbreads on top of mixture. Sprinkle with salt and add stock and sherry. Reduce heat to 350° F. and continue baking for 45 minutes, basting occasionally with pan juices. Serves 6.

### BRAINS

Calf's brains have the most delicate flavor but beef, pork or lamb's brains may be used. Allow one pound for three or four people. Brains must be properly prepared before cooking. Precook as soon as one gets them home. Put brains in saucepan with enough cold water to cover, add 2 tablespoons vinegar, 1 teaspoon salt, 5 peppercorns, ½ onion sliced, 1 small carrot sliced, pinch of thyme, a bay leaf. Bring to a boil and let simmer for 30 minutes. Store in refrigerator in this liquid until ready to cook. Never store unless covered with liquid.

### BRAINS WITH BLACK OLIVES

3 pairs calf brains  
4 tablespoons butter  
2 tablespoons flour  
¼ cup grated onion  
2 cups beef broth or bouillon  
2 egg yolks, beaten

2 tablespoons lemon juice  
2 tablespoons finely chopped green pepper  
1 fresh tomato, diced  
½ cup sliced black olives  
1 tablespoon capers  
1 teaspoon salt

Remove brains from liquid in which they were stored. Cut into cubes. Melt butter, add flour and grated onion and stir until well blended. Add beef broth and cook, stirring constantly until thickened. Stir 2 tablespoons of this hot liquid into the beaten egg yolks. Gradually add egg mixture to hot sauce, stirring constantly. Cook over very low heat 3 to 5 minutes, being very careful that it does not boil. Add brains and remaining ingredients and continue cooking over low heat 15 minutes or until thoroughly heated. Serves 6.

### BRAINS AU BEURRE NOIR

6 pairs calf brains  
4 tablespoons flour  
¾ cup butter

2 tablespoons lemon juice  
¼ cup chopped parsley  
2 tablespoons capers

Remove brains from liquid in which stored, and dry them. Dust with flour. Sauté in butter until golden brown. Remove to hot platter. Continue cooking butter until it turns dark brown. Remove from heat. Add lemon juice, mixing well. Pour hot over brains. Sprinkle with chopped parsley and capers. Serves 6.

### LIVER

Beef and calf livers do not require scalding but lamb or pork livers do. To scald, drop into boiling water for one minute. Drain immediately. Lamb or pork liver may be substituted for calf's liver in any recipe.

CONTINUED





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## INNARDS CONTINUED

### BAKED LIVER AND ONIONS

6 slices beef liver	1 bay leaf
2 large onions	1 teaspoon thyme
½ cup butter	¼ cup chopped parsley
½ cup dry red wine	1 teaspoon salt
½ cup flour	freshly ground black pepper

Cut peeled onions into slices ½-inch thick. Arrange in greased baking dish. Dot with butter. Pour wine and ½ cup water over. Add bay leaf, thyme, parsley, salt and pepper. Cover and bake in a moderate oven (350°F) for 30 minutes. Dredge liver with flour. Place on top of baked onion slices, cover and cook 30 minutes, basting two or three times. Remove cover, continue cooking 10 to 15 minutes. Serves 6.

### ROAST CALF'S LIVER

1 whole calf's liver (3-3½ pounds)	½ teaspoon salt
1 tablespoon grated onion	freshly ground black pepper
½ pound bacon, sliced	

Place half of bacon on bottom of baking dish and place whole liver on top of it. Spread with grated onion, sprinkle with salt and pepper. Arrange remaining bacon slices on top of liver. Bake in moderate oven (325°F) for 1 hour. Serve with Béarnaise sauce (*below*). Serves 6.

### BÉARNAISE SAUCE

1 cup dry white wine	1 teaspoon dried chervil
3 egg yolks	1 tablespoon minced shallot
2 tablespoons tarragon vinegar	1 cup butter
1 tablespoon chopped parsley	½ teaspoon salt
1 teaspoon dried tarragon	freshly ground black pepper

Beat egg yolks with 2 tablespoons wine. Set aside. Cook remaining wine with vinegar, parsley, ½ teaspoon tarragon, ½ teaspoon chervil, shallot, pepper and salt over direct heat for 15 minutes. Remove from heat and add egg yolk mixture, stirring briskly. Add butter, 2 tablespoons at a time, beating thoroughly after each addition. Put through fine strainer. Add remaining tarragon and chervil. Makes about 2 cups.

## KIDNEYS

Veal or beef kidneys should be parboiled 15 minutes in salted water, drained and sponged to remove odors. Lamb kidneys do not need this.

### BEEF KIDNEYS WITH WAFFLES

2 beef kidneys	2 tablespoons dry sherry
6 large onions, chopped	¼ cup butter
1 clove garlic, minced	1 teaspoon salt
¼ cup flour	freshly ground black pepper

Cover parboiled kidneys with 2 quarts water, add onions, garlic, salt and pepper. Cover, bring to a boil, reduce heat and simmer for 1 hour. Remove kidneys from broth, cool, trim and dice. Mix flour with 1 cup water, add to broth and cook, stirring constantly until thickened. Add sherry. Sauté diced kidneys in butter for five minutes, add to broth. Serve on waffles. Serves 6.

### VEAL KIDNEYS ARDENNAISE

12 veal kidneys	1 cup chicken stock or bouillon
½ cup butter	2 tablespoons flour
2 tablespoons minced shallots	3 cups cooked rice
1 cup sliced mushrooms	½ cup chopped parsley
¼ cup diced green pepper	½ teaspoon salt
¼ cup brandy	freshly ground black pepper

Split kidneys and cut into ½-inch slices. Sauté shallots, mushrooms and green pepper in butter for 5 minutes. Add kidneys and cook 5 minutes, stirring once or twice. Heat brandy, ignite it and pour over kidney mixture. When flame dies, add stock and stir well. Cover, simmer 10 minutes. Stir in flour mixed with salt, pepper and 2 tablespoons cold water and cook, stirring constantly until thickened. Serve over hot rice mixed with parsley. Serves 6.

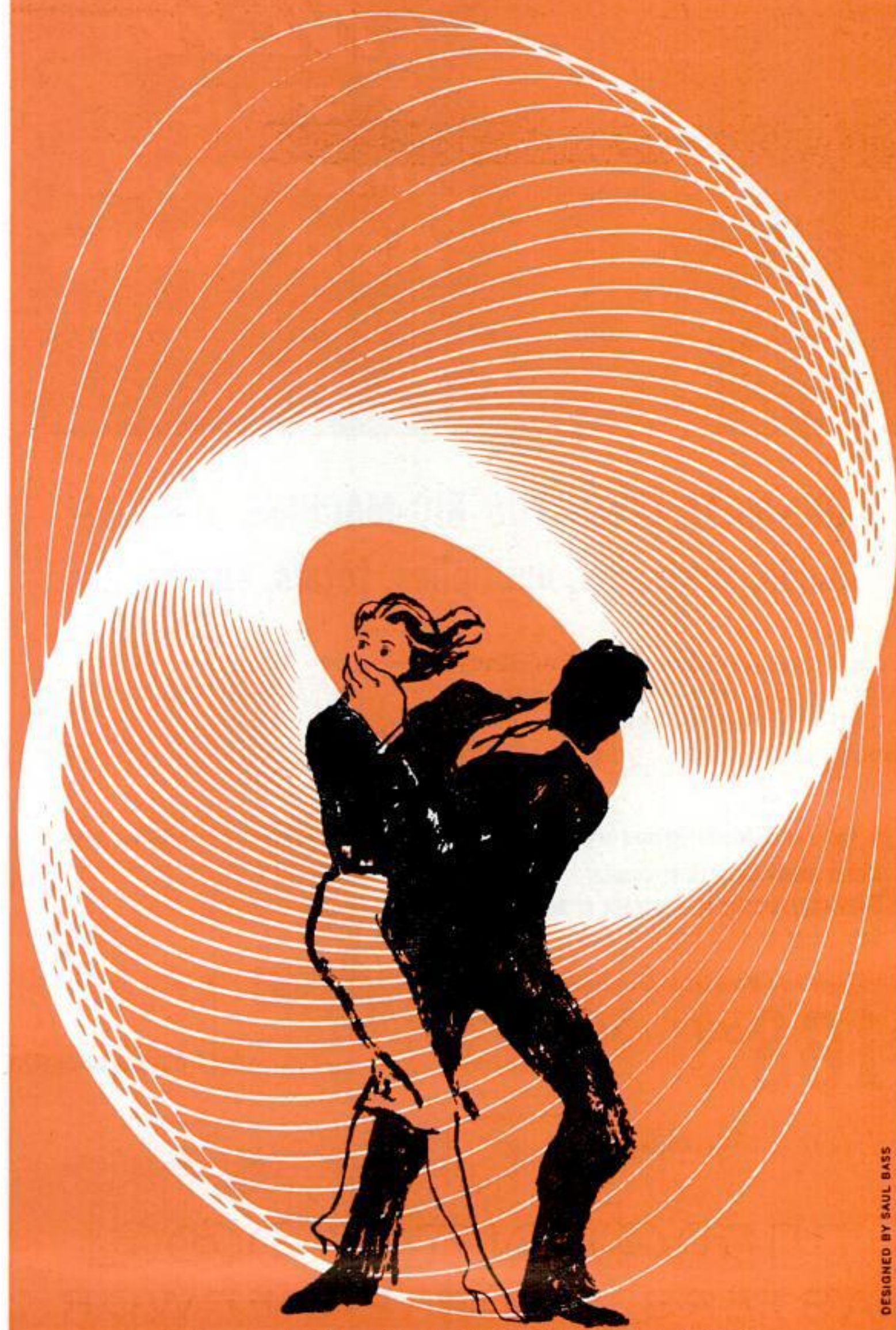
### VEAL KIDNEY AND BRANDY STEW

6 veal kidneys	¼ cup dry white wine
¼ cup butter	1 tablespoon chopped parsley
1 onion, minced	2 tablespoons brandy
1 cup sliced mushrooms	1 teaspoon salt
3 tablespoons flour	freshly ground black pepper
1 cup beef broth	

Dice kidneys. Sauté onions in butter until golden. Add kidneys and mushrooms and cook, stirring frequently for 10 minutes. Add flour and stir well. Add beef broth and wine and cook, stirring constantly until thickened. Add remaining ingredients and mix well. Serves 6.

CONTINUED

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## INNARDS CONTINUED

### TONGUE, PIGS' FEET, HEART

Beef tongue comes fresh or smoked. Lamb's tongue is bought fresh. Pigs' feet may be bought whole or split. For the deviled pigs' feet recipe below, ask to have them split. Veal heart is most flavorful and tender. However, beef, lamb or pork heart may be substituted in this heart recipe. Heart should be rinsed in cold water and the coarse fibers at the top and inside removed before cooking.

#### COLD BEEF TONGUE WITH HORSERADISH CREAM SAUCE

- |                                    |                      |
|------------------------------------|----------------------|
| 1 smoked beef tongue (2½-3 pounds) | 2 onions             |
| 1 stalk celery                     | 1 clove garlic       |
| 1 whole clove                      | ¼ cup butter         |
| 1 bay leaf                         | 1 cup dry white wine |
| 6 peppercorns, crushed             | 1 tablespoon salt    |

Cover smoked beef tongue with cold water. Add salt, celery, clove, bay leaf, peppercorns, onions and garlic. Cover, bring to a boil, reduce heat and simmer for 3 hours. Remove from the water, cool. Peel tongue and remove bones and gristle from the thick end. Melt butter in a deep pot and brown the tongue all over in this. Add wine and 1 cup of water, cover and simmer for 2 hours, turning after the first hour. Remove from heat and allow the tongue to cool in this broth. Serve it cold with the horseradish cream sauce (below). Serves 6.

#### HORSERADISH CREAM SAUCE

- |                   |                 |
|-------------------|-----------------|
| ¼ cup horseradish | 1 teaspoon salt |
| 1 cup heavy cream |                 |

Add salt to cream and whip until stiff. Fold in horseradish. Serve at once. Makes about 2 cups.

#### LAMB TONGUES WITH RAISIN SAUCE

- |                      |                             |
|----------------------|-----------------------------|
| 12 lamb tongues      | ½ cup brown sugar           |
| 1 bay leaf           | ½ cup raisins               |
| 1 large onion        | 2 tablespoons cornstarch    |
| 1 clove garlic       | 1½ teaspoon salt            |
| ½ cup dry white wine | freshly ground black pepper |

Cover lamb tongues with cold water. Add bay leaf, onion, garlic and 1 teaspoon salt. Bring to a boil, cover, reduce heat and simmer for 2 hours. Remove from heat and let cool for ½ hour in stock. Remove tongues and skin them. Strain stock, saving 2 cups. To stock add raisins and brown sugar. Bring to a boil and stir in cornstarch mixed with white wine, pepper and the remaining salt. Cook, stirring constantly until the stock is thickened. Return lamb tongues to sauce and continue cooking them for 15 to 20 minutes. Serves 6.

#### DEVILED PIGS' FEET

- |                               |                              |
|-------------------------------|------------------------------|
| 6 fresh pigs' feet, split     | 2 eggs, beaten               |
| 1 large onion                 | 2 tablespoons dry white wine |
| 2 cloves garlic               | 1 tablespoon A-1 sauce       |
| 1 bay leaf                    | ¼ teaspoon Tabasco           |
| ½ cup chopped celery leaves   | 1 cup dry bread crumbs       |
| 6 tablespoons chopped parsley | ¼ teaspoon dry mustard       |
| 1 teaspoon thyme              | ½ cup butter                 |
| 1 teaspoon sage               | 1½ teaspoons salt            |
| ½ cup flour                   | freshly ground black pepper  |

Scrub pigs' feet well. Place in saucepan, cover with cold water. Add 1 teaspoon salt, onion, garlic, bay leaf, celery leaves, 4 tablespoons parsley, thyme and sage. Bring to a boil, reduce heat and simmer 2 hours, or until tender. Drain, cool. Roll in flour, dip in beaten egg mixed with wine, A-1 sauce, Tabasco. ½ teaspoon salt, pepper. Then dip into bread crumbs seasoned with dry mustard and remaining chopped parsley. Sauté in butter until golden brown. Serve with cold applesauce. Serves 6.

#### VEAL HEART AND RED WINE STEW

- |                             |                             |
|-----------------------------|-----------------------------|
| 1 pound veal heart          | 1 tablespoon chopped chives |
| 1 pound veal kidney         | ½ cup chopped parsley       |
| ½ pound pork liver          | 2 whole cloves              |
| ½ cup flour                 | 1 clove garlic              |
| ¼ cup butter                | 2 cups dry red wine         |
| 1 bay leaf                  | ½ pound mushrooms, sliced   |
| ½ teaspoon thyme            | 1 teaspoon salt             |
| ½ cup chopped celery leaves | freshly ground black pepper |

Dice meat, dredge with flour. Melt butter in saucepan, add meat and brown, stirring constantly. Add water to cover and remaining ingredients, except wine and mushrooms. Bring to a boil, reduce heat, cover and simmer for 3 hours. Add wine and mushrooms and simmer 30 minutes longer. Serves 6.



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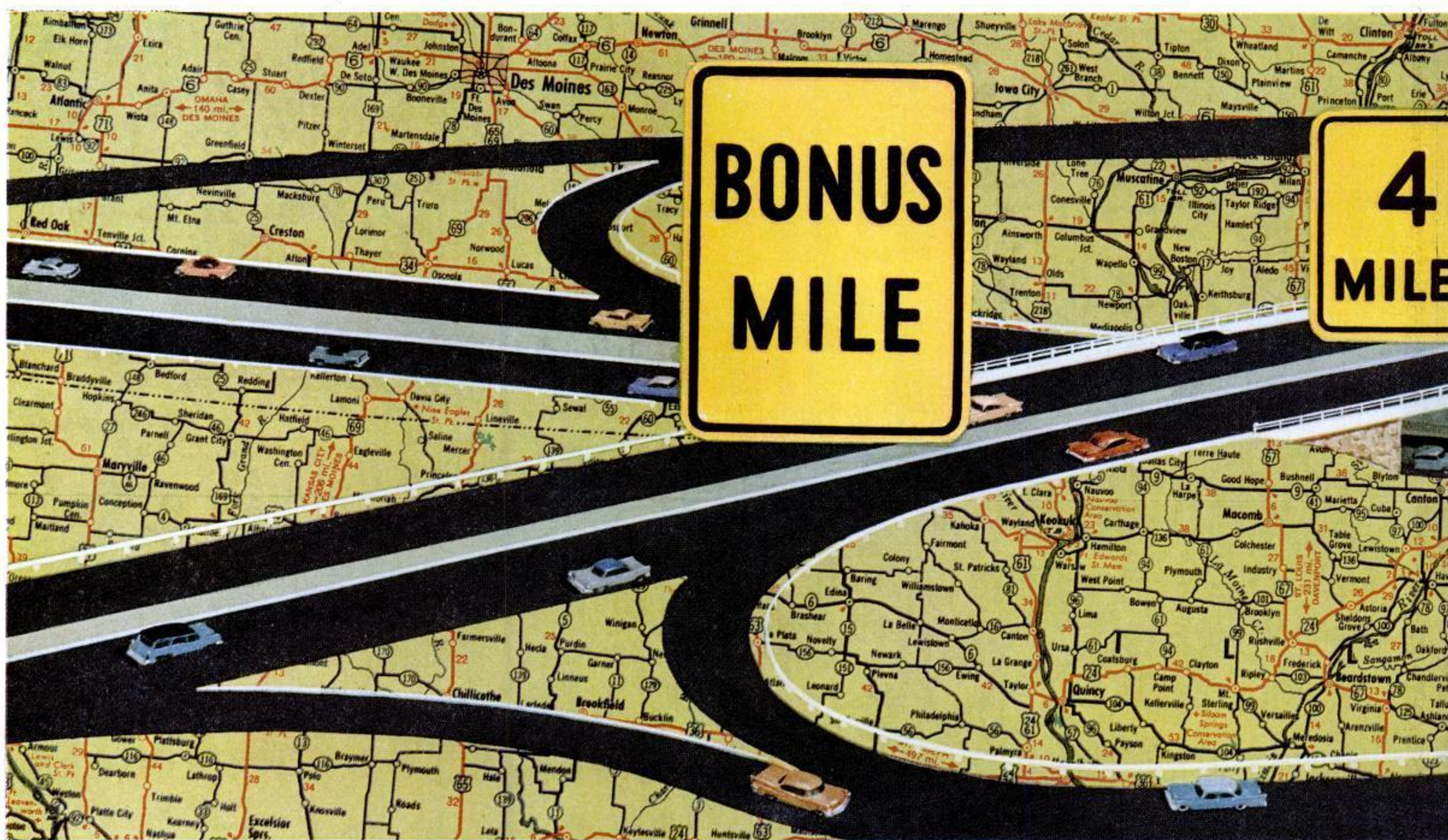




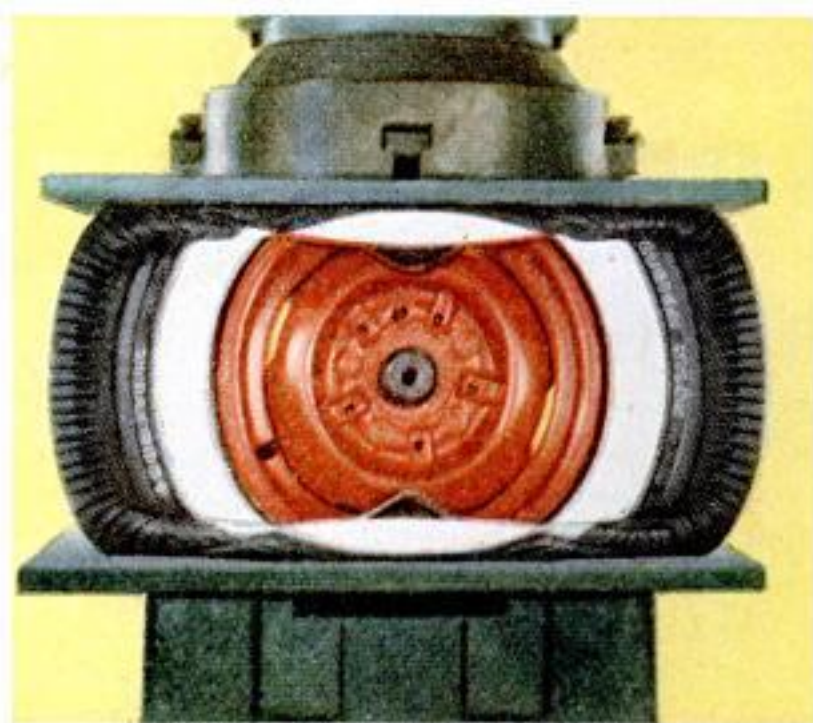


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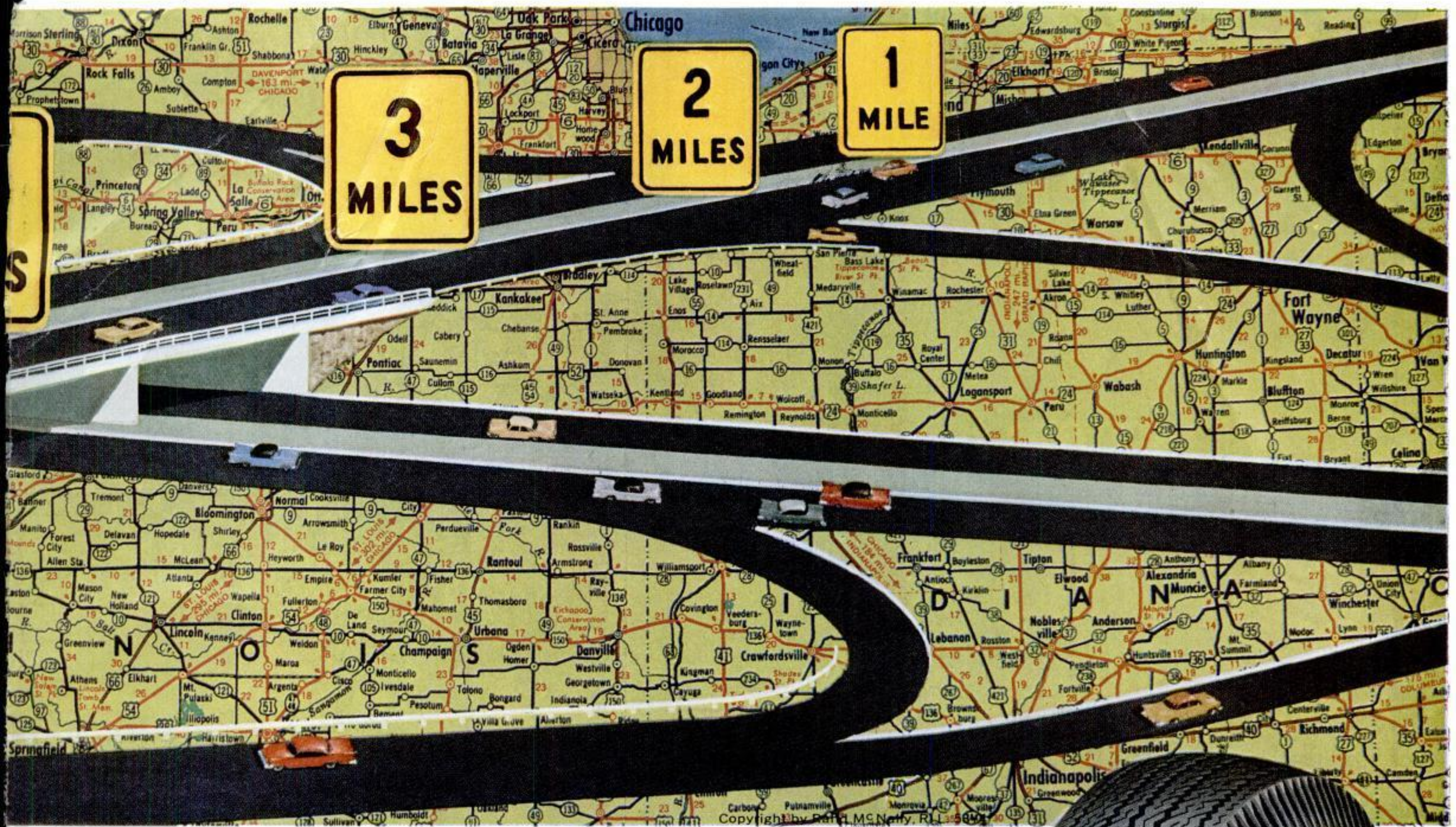
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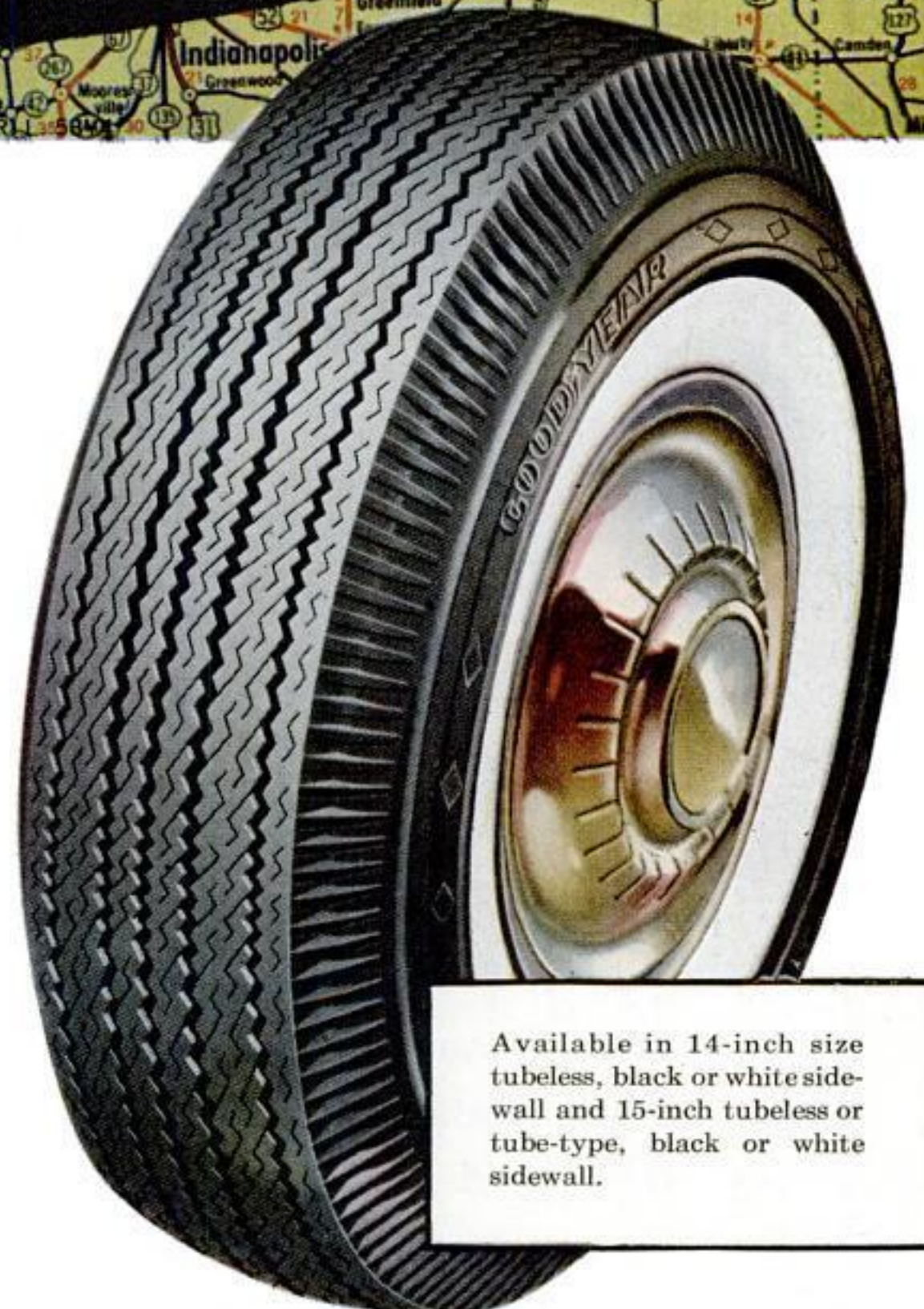


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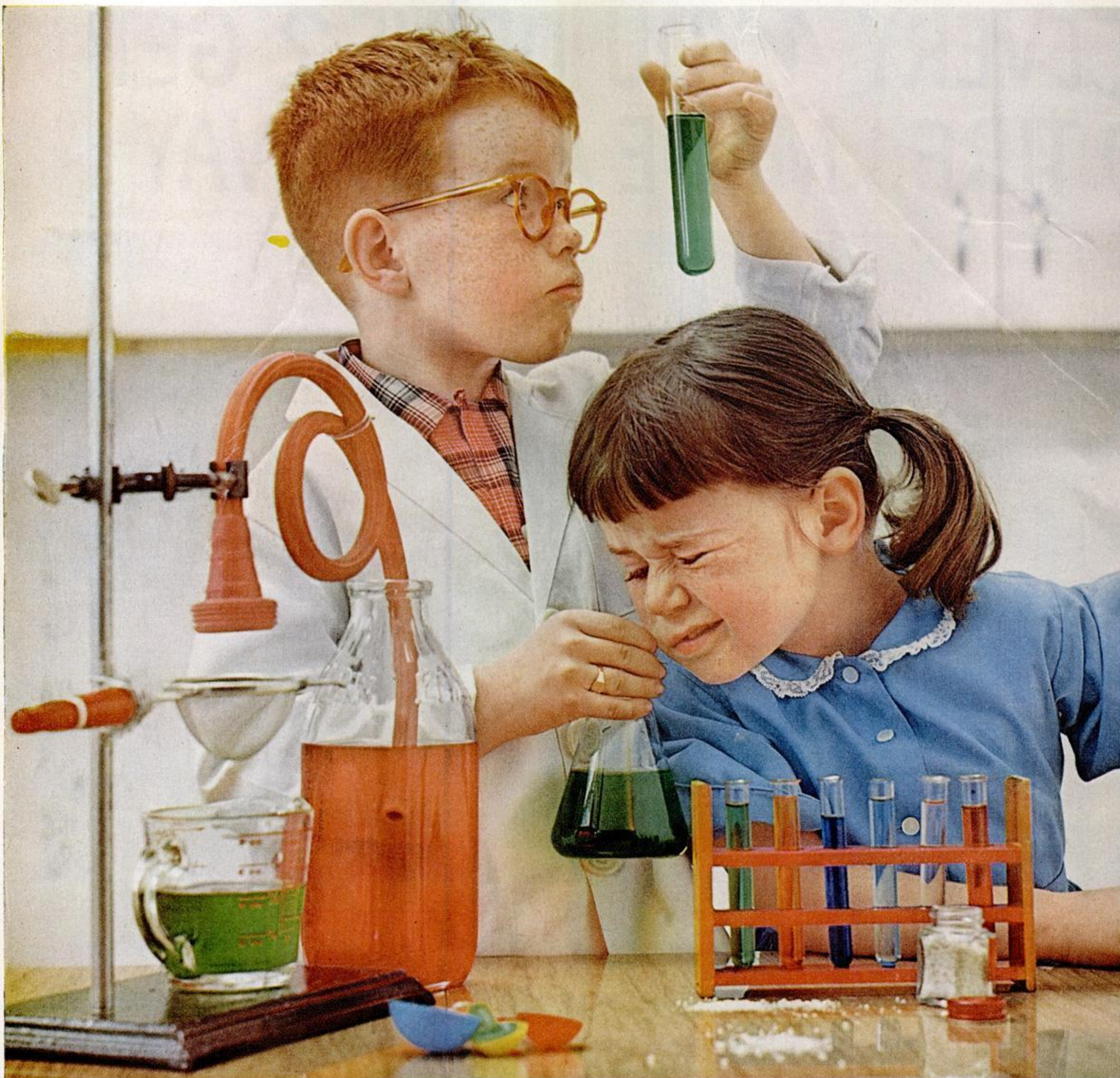


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DELIGHTED TO BE OUT OF IT, THE AUTHOR AND HUSBAND BILL AMUSEDLY WATCH GARDENING NEIGHBOR ELEANOR HOLLISTER IN THROES OF HER OBSESSION

# Garden Addict Kicks the Habit

EX-ENTHUSIAST FINDS HORTICULTURE'S PERILS EXCEED PLEASURES

by PHYLLIS MCGINLEY

**I**T is 10 o'clock on a Saturday morning in Spruce Manor, our flowery eastern suburb. The month is May, the sun is shining, and the air smells sweet of lilac and lily of the valley and weed killer. Outside the windows of the kitchen where my husband and I are lazily pouring ourselves a second cup of coffee we see the world at work—the bee raiding the tulip, the robin advancing on the worm, all our soil-colored, grass-stained neighbors in their regular weekend fury of pruning, snipping, dividing, spraying, heeling in, grubbing out and propping up. Automatically my husband reaches as if for his gardening shears. I shake my head warningly. He relaxes and butters another slice of toast.

For this year the Saturday fever is not for us. After 18 years we are giving up a habit that is as obsessive as drugs. We are now charter members in good standing of Horticulturists Anonymous, local chapter Number 1. We are reformed addicts who are in the process of reducing our

garden to not very much more than a "green thought in a green shade."

Later in the morning we will perhaps give the lawnmower a brisk spin. We may even lean across the hedge to commend our next-door neighbor, whose peonies show such prosperous buds. But that is as close as we will get to our former outdoor pastime. Since we have learned that we can't take gardening calmly, we're leaving it alone.

Not that we do not love gardens or know how to make them. We love them as alcoholics love martinis. And we are wise with the lore of 18 studious years. We know all the triumphs, all the crosses. We know cold frames and burlap wrapping, how it feels to see one's own crocus pushing through the snow earlier than any other crocus in town. We know the dubious delights of raising perennials from seed, and we understand the treacheries of slug, squirrel, rabbit, mole, black spot, blotch, blister beetle, nematodes and roadside nurserymen. On our half acre we have



planted and frequently seen flourish nearly every flower, shrub and vegetable likely to thrive in our uncertain climate—and some not so likely. We have mulched and weeded and hoed and been elated and cast down. We have tended trees and experimented with wild flowers. The uses of bone meal, sheep manure, bucket pumps and Bordeaux mixture are no mystery to us. And our decision to make away with blossom and vegetable is due not to disappointment but to success.

For we found ourselves, seven months of the year, slaves to our garden. Sometimes, if we were working with winter bloom, it was 12 months.

As slaves we were willing enough. Gardening has compensations out of all proportion to its goals. It is pure creation. That dungareed figure scrabbling in the earth, with dirt under his fingernails and thorn scratches on his arms, is no figure of fun but half a god. The sun beats on him, the rain wets him, arthritis lurks under his kneeling pad, ants run up and down his sleeves. Still, it is the posture and the task he has chosen and loves. To be able to walk around a border after dinner and smell the fragrance of his mignonette, to speak a personal word to each painted daisy, to pull up a wild onion or congratulate the tuberous begonia he has steered into preposterous flowering—those are pleasures past explaining. But the pleasure can turn into dissipation. We are through.

The beginning, of course, was all hopeful delight. We were early in the trend to the suburbs, early in the now common pattern of the young couple without much money saved, who buy a house in an upper-middle-class area and yearn to make the earth blossom like a hybrid perpetual climbing rose.

The house we bought was elderly and it already had a garden of sorts, with cedar planting and effete narcissi. "So much green," we said. "No color, no plan. What lack of imagination!"

Our own imaginations were vivid enough for three families. We knew what we wanted. It was what half the young people moving into new homes today want: a small estate, complete to borders, beddings, herbs, nine bean rows and maybe a honey bee. Nor were we novices. My husband bragged of a thumb so green that he could use it for a safety signal. Had he not, in our city apartment, forced amaryllis into almost obscene growth? Had he not gained a certain dubious fame for the corn he once grew on a rooftop in Brooklyn Heights—seven stunted but recognizable ears? I had lent a hand in our garden when we lived in the West and remembered tying sweet peas and watering four-o'clocks.

So we made our dreams come true in glorious seed-catalogue color. After we had classified and explored—after we had picked up the sticks, stones, tin cans and bones and pushed back the jungle, we moved in with the zeal of the True Believer. We built frames. We nursed seedlings and slips. We laid out borders for perennials and beds for annuals. We studied the tedious techniques of transplanting, grafting, naturalizing and massing for effect. And crops grew for us obediently. We had the tallest digitalis and the finest cup-and-saucer flowers, the most sentimental bleeding hearts and the tinkliest coral-bells of any garden in town. Passers-by exclaimed over our lilies and the neighbors envied the showiness of our double stock. We grew herbs, we grew broccoli. Every year we added or changed or enlarged—at a cost in money and effort which only the devotee will believe.

## Gardener's curves from crouching

**W**E gave up summer trips. We stayed away from the theater so that we could afford a novel front walk which would be a combination of rock garden and shrubbery. When it came to a choice between new clothes and a pair of holly trees, we thought there was no choice. Clothes became unimportant, anyhow. We had no time to visit friends, and who can go out to dine with earth-stained hands? Our backs took on permanent curves from continual crouching as we searched for weeds in the garden and dandelions in the lawn.

For the trouble with gardening, I repeat, is that it does not remain an avocation. It becomes an obsession.

I don't refer to those undedicated souls who throw a few seeds into a

backyard patch and hope for the best, or who do their landscaping with marigolds. According to a Mr. Robert Brewster who is associate agricultural agent for Suffolk County, New York, the average owner of a new home in 1958 will spend \$90 on his grounds. That may be four times more than in 1956, as he says, but it doesn't mean that all those home owners are true addicts. A few arborvitae, a half-dozen rose bushes, some flagstones, a basket of half-grown asters, together with repairs on the lawn mower and a bottle or two of Absorbine Jr. can easily account for most of the \$90. The real devotee will filch the money for his wife's winter coat and spend it on a new breed of gladiolus. He will dip into principal and send his children for their working papers before he will relinquish the double pink Dutch hyacinths he has on order at his jobber's. He will water illegally in droughts, quarrel with his neighbor over marauding dogs and forget about that Maine motoring trip because there is so much work to do around the place. He is vassal, not lord, of his land, and he is at the mercy of all his enemies.

His enemies are legion. Take birds, for instance. Whose heart is so hard it does not melt to hear the twittering of wrens at his front door, the song of thrush and robin? Whose eye is so blind to beauty that it does not follow joyfully the flash of a blue jay's wing through the spring sky? The answer is: the gardener's. Birds fly off with his labels and ties. They eat up his grass seed. His trees, his vines, his fruits are quite literally for them. We found blueberry bushes on our property but we have never found the berries. We own a cherry tree which we share: one pie for us, a summer's larder for the birds. We once spent all our weekends and half of the roof-repair money on cheesecloth with which to net the fruit. We didn't know then that birds could climb. But there we saw them, every fine day, perched inside the netting, devouring our incipient preserves.

Birds are only one enemy. Squirrels take the walnuts and the corn.

Dogs bury bones among the snapdragons and play tag in the geraniums. Rabbits are especially fond of lupines and of lettuce. Small boys trudge through cutting beds on their way to school. For every flower there is a pest and for every vegetable a parasite or a disease. But nothing quite equals in destructive force one species of enemy that is not always recognized as such. I refer to the Angel of Death, the so-called Professional Gardener.

I use the word "professional" guardedly. Somewhere in this land he must still survive, the gnarled, wise old man who has forgotten more about what goes on in the earth than Max Schling ever knew. But I have never met one outside an English novel. When we began here we could scarcely hire even a pair of willing hands and a strong back. When we absolutely had to have help with excavating and bulldozing and purchasing shrubs, what we got were supersalesmen, eager to sell us rhododendron without roots, "compost" that burned the grass and maintenance contracts more costly than a yacht. They weeded not, neither did they thin. They all answered to the name of Mario, but if they were Italian they must have emigrated from concrete cities. Like Greeks who become restaurant keepers by propinquity, like Chinese who invariably set up laundries, these were innocent of apprenticeship in their trade. They pulled fern instead of ragweed and they always seemed to plant bulbs upside down.

They did not, at least, do to us what they did to friends of ours. These innocents owned two impressive evergreen trees which began to look very ill in the autumn. Their needles fell, their green dimmed. "Dead," pronounced the Professional Gardener. "I'll cut 'em down cheap." So he cut down the two finest larch trees in town, which had *always* shed their needles in the fall like proper larches. At \$12 a day (I hear it is now \$20) these blunderers managed more damage to our garden than a siege of tent caterpillars. One summer when we had to be away on business we left a highly recommended fellow to mow and weed. I also left him instructions about the lobelia—300 of them—which I had painstakingly planted for edging all around the front border. If anyone has ever planted 300 lobelia the size of cigarets and much less sturdy, he will understand my grief when we returned to find that blue edging looking like a patient who has just had every other tooth in his head drawn. It's been



**MAKING MORE WORK FOR THEMSELVES**, avid gardeners seek out flower centers like Green Valley Nursery in Hawthorne, N.Y., which they patronize in great numbers in order to buy more plants that need tending.



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**FREED OF OBSESSION**, Miss McGinley and husband Bill enjoy "green thought in a green shade" with their cat in their now unflowered backyard.

## GARDEN ADDICT CONTINUED

a long time now since we let any hands but ours touch lawn or garden. Power mowers and perseverance saved us from that enemy.

But how can a gardener escape the burdens of his own toil? The trouble with flowers is that, in spite of all adversaries, they flower.

Already, although it is only May, the gardener's heady pleasure in creation is giving way to a kind of desperate postnatal care. Narcissus has spent itself. Now he must trudge daily about the borders, snipping off those wizened heads. Poppies have to be staked. Alarming soon it will be time to divide the iris, pinch the chrysanthemums, examine the peony for blight. Tulips must rest although the gardener does not. Flower beds must be made smooth while his own is unslept in.

For me especially, this year, how glorious not to have to think of pansies! No one who grows them—and everyone does—is ever finished with them. Give a pansy an inch and it takes a backyard. On a place like ours, part sun, part shade, they used to emerge by the hundred like celebrities at a Rodgers and Hammerstein first night. Every time I came out of doors I would shudder at the sight of all those sulky, staring little faces. I felt as if I had no privacy. Besides, they had to be picked so that they wouldn't run to seed and stop blooming. And what do you do with them after you have picked a daily fistful? Give them to friends? All your friends are having pansy trouble too. There are just so many vases which will hold their stubby stems, just so many low bowls that can be filled.

As a matter of fact, one grows weary of *all* the hardy bloomers, of everything which has to be reaped and gathered. By the end of July, keeping flowers in the house gets to be too much for the working gardener. Early bouquets are valuable for morale, and they endure. But by midsummer, worn out with carrying water to his seedlings, with dusting the delphinium, with putting pots over transplants and worrying about flea beetle on the primula, the gardener gets a little desperate trying to use up all that blossoming.

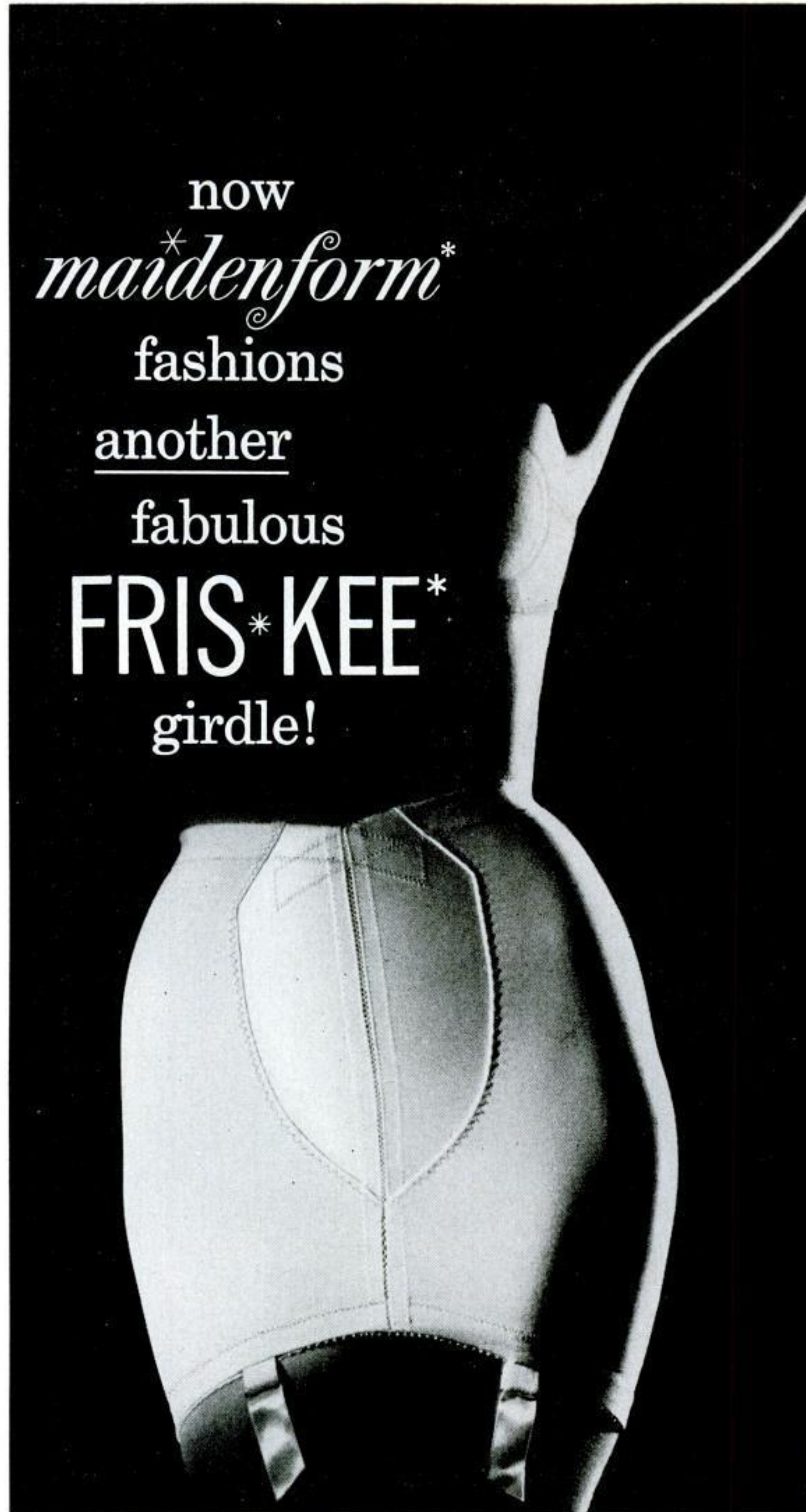
But if flowers become a burden, how much more wearing is a harvest of vegetables. Again, wealth can be dismaying. You can let campanula just stand. But peas have to be eaten. Cabbages must be gathered. The successful truck gardener can never go out to dinner in the summer because his conscience tells him he has to be at home eating up his corn or packaging his beans for the deep freeze.

But even the most rabid gardener comes to see that this is ridiculous. Vegetables were the first thing we let go, and thankfully. For a while we planted tomatoes in the flower border, and once we made a handsome edging out of lettuces. But the tomatoes drooped upon the zinnias in August, and every time we picked a lettuce we destroyed the symmetry of our beds. Now we just buy what we need at the grocer's.

I can't recall exactly which day and hour it was that we decided we had to reform—when my husband and I stared around our grounds and with a wild surmise came to a decision. It may have been the time he was recovering from a slipped disc sustained from having lifted one too many spadefuls of mulch. It may have been that day at lunch when we suddenly agreed that we didn't like radishes and so why were we raising them—just because they were a foolproof crop? Or perhaps it was the hot afternoon when I rebelled at having to clip off one more flower to keep the buddleia flourishing. We had probably also been poking into the garage where all the costly tools of our

CONTINUED

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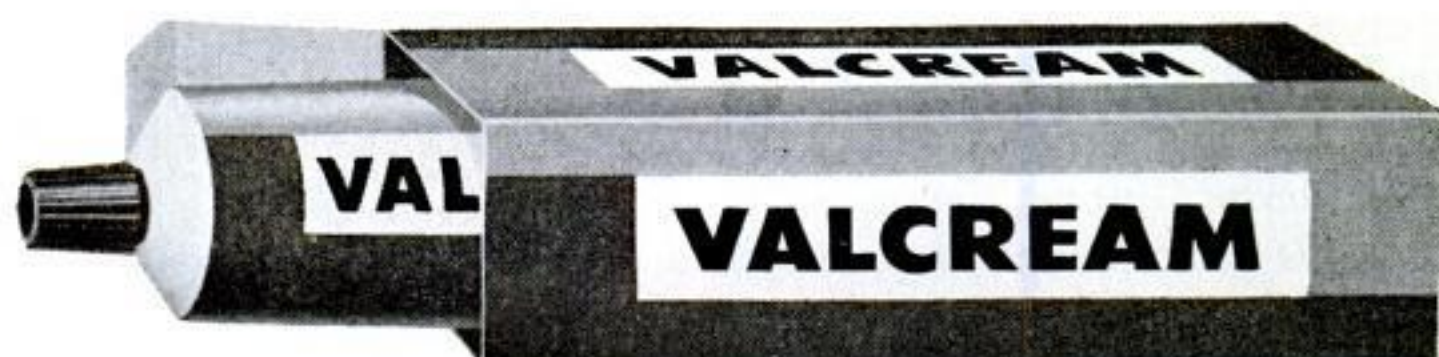
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**GARDEN ADDICT** CONTINUED

avocation were stored, all the patented weeders and the pots and frames and hose racks and bags of lime which we had accumulated. Maybe it was just too many pansies. In one fateful moment we looked back over 18 years and decided a garden wasn't worth it.

We hadn't been abroad since we had bought the house. I hadn't ever felt solvent enough to acquire a fur coat or my husband to buy a decent chess set. Yes, we did have flowers too many to pick and apples we could have bought cheaper in any store (what with dormant spray, petal-fall spray and the other expensive operations). We had the finest Madonna lilies in town. But we couldn't leave even for a summer Sunday lest blight or roving animal disturb the peace. Even the winters were not our own, for our mania had pushed us into cellar-forcing, and all through February we drowned in hyacinths and early tulips. We knew how to grow gypsophila to add to bouquets of Betty Prior Floribunda roses, but we hadn't seen *My Fair Lady*.

It was time, we agreed, that we dispossessed ourselves.

I think I never knew the feel of freedom better than on the glorious morning when I gave away all the young digitalis plants I had been nurturing in a semishaded spot. Unless it was when I heard the lawn mower scrunch over the carcass of an obstinate phlox. Our blueprint of destruction was simple. We returned the land to greenery, just as we had found it when we came. Every border went into ivy or periwinkle. Under trees we planted ajuga. The flowerbeds became lawn.

As for pachysandra, we strewed it like manna. I feel for the anonymous genius who first discovered that useful ground cover the same sort of gratitude that parents feel for Dr. Jonas Salk. Pachysandra has been our summer immunizer. You can't kill it, it grows faster than sedum, no weeds live in it and it stays green all winter. It even hides the ragged edges of the lawn and needs no cultivation. We've left the hedges—after all, a man has to have *some* exercise—and we've left the roses so long as they climb up trellises where they behave themselves and don't require more than a little careless clipping. We've even left the tulips and azaleas and whatever forget-me-nots survive the winters by themselves. Everything else is neat, green and undemanding. Now we can go away any time we like and, except for the encroachments of crab grass, all will be tidy when we return.

It is true that, like alcoholics, we shall never be truly cured. I scarcely dare keep violas on a southern windowsill lest they prove the opening wedge of a new indoor-gardening mania. We never pass a border in full bloom that we do not feel a pang of envy—envy mixed with gratitude that it is not ours to spray and weed. When I give a party—and I do give them, now that I have time—I sometimes feel a bit ashamed at not having flowers of our own for the table.

But for the most part we are content with our roles as Elder Statesmen to whom our toiling younger neighbors can come for advice and for what they really want—praise. And we don't really miss a single harvest. In the summer we do our friends the favor of accepting their flowers, and in the fall we gladden their hearts by eating up their tomatoes. It's a nice change all around. They know the joy of giving, we of receiving. And since I have all those low bowls left over in the china closet, I'm a godsend to all the women in the block.

I pick their pansies for them.



**A BOON TO NEIGHBORS** who still garden, Miss McGinley, with daughter Patsy, arranges some pansies she has just picked to help out a friend.



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# VIOLENT



**TERROR** of burning city was painted in 1913 by German Ludwig Meidner as part of apocalyptic series. Through its strident colors, chaotic forms, it forecast destruction of coming war.

**HORROR** and anxiety distort self-portrait of Oskar Kokoschka. It typifies the expressionists' preoccupation with their own emotions.

COURTESY WORLD  
HOUSE GALLERIES



# IMAGES OF EMOTION



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## EXPRESSIONIST ART HAS A BIG REVIVAL

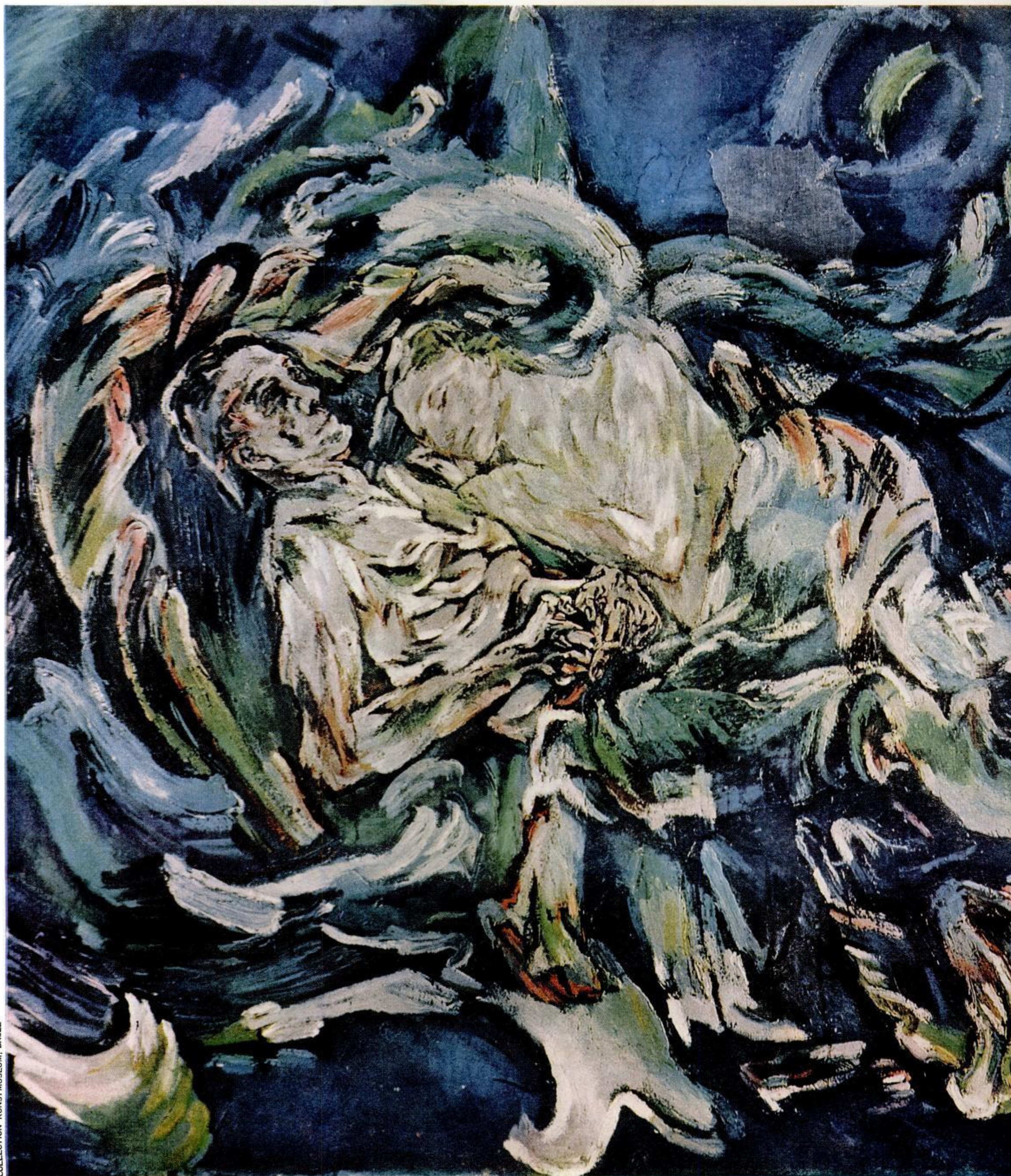
**A**GHAST with inner fears, ghastly with outer disaster, the sculpture and painting shown here are products of one of the most brilliant and short-lived epochs of modern art. For a decade in Germany before World War I the impassioned style of expressionism flared up like an exploding star, brightened by some of the most famous art names of the 20th Century. Then almost as quickly its power and brilliance diminished and expressionist art was generally ignored. Today, after 40 years, expressionism is enjoying a landslide revival. Expressionist paintings have soared in value and expressionist exhibitions are enlivening art galleries all over the U.S. and Europe.

Expressionism was so named because its violent colors, crude forms and restless rhythms were the emotional expressions of the artists who created them—translations not of what the artists saw, but of how they felt about what they saw. These artists, who came from all over the Continent and America, were inspired by the blunt, often grotesque forms of primitive art which, to them, most forcefully expressed truth. World War I disrupted the movement and, when the war ended, the painters of Paris came to dominate modern art. Now, with French art no longer a novelty, the world is getting its first full-scale look at the still startling work of the expressionist rebels.

CONTINUED



## THE SECURITY OF LOVERS, SOLITUDE OF CROWDS,



COLLECTION KUNSTMUSEUM, BASLE

**POWER OF LOVE** is interpreted in *Tempest*, one of several paintings by Austrian Kokoschka, which stem from his devotion to Alma Mahler, widow of the Austrian composer.

This dreamlike image, with its cool tones and swirling contours, suggests peace and oneness the lovers feel even though they are caught up in tumult of their own feelings and stress of world.



# STARES OF FACES



**CITY'S LONELINESS** preoccupied German E. L. Kirchner. In *Street Scene* he emphasized jarring colors, crush of people. Masklike faces add to the effect of each person's aloofness.



COLLECTION RICHARD L. FEIGEN

**PEASANT STRENGTH** attracted German E. Nolde on trip to Russia. Painting *Three*

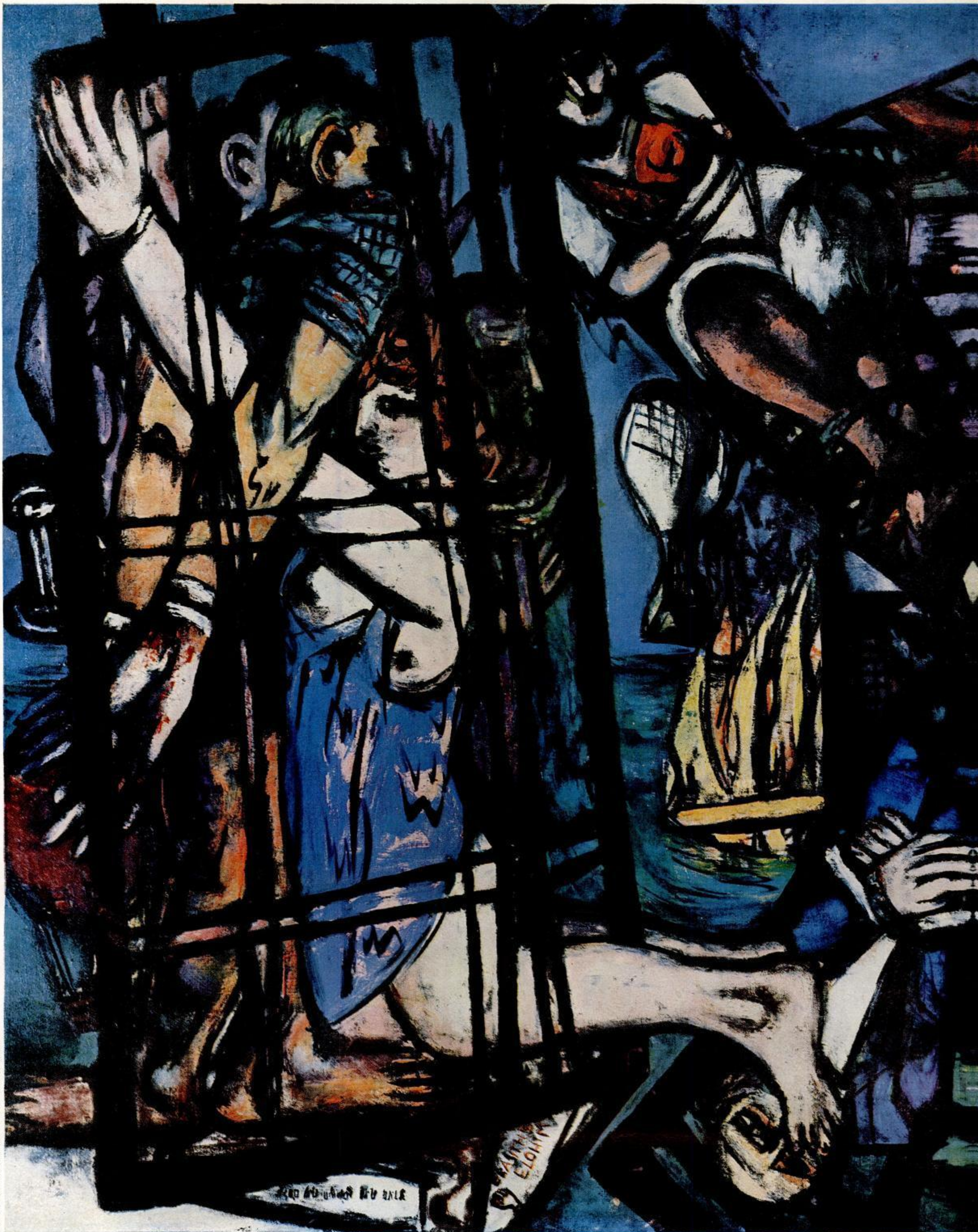
*Russians* with heavy strokes, he crammed faces into small space to stress their rugged bulk.



COLLECTION DR. E. AMSTAD

CONTINUED







# WORLDS OF MYSTERY, MOOD AND MOTION



PRIVATE SWISS COLLECTION

**SHADOWS**, dark tones conjure up the ominous atmosphere of *Stars Above Evil Houses*, by Swiss artist Paul Klee. Combining childlike images with subtle colors, he developed a highly personal art to suggest states of mind.

**WINDMILL** revolving with prisoners was painted by Max Beckmann as symbol of man's caged, futile existence. The only German whose expressionist art gained power after World War I, he painted *Mill* in 1947 while in Holland.



COURTESY KAISER-WILHELM MUSEUM

**WAVES** of line and color in *Deluge* were composed by Kandinsky to suggest floods engulfing landscape. This was early experiment in abstraction by Russian who was a leader of expressionism, then a pioneer of nonobjective art.

CONTINUED





COLLECTION STAATLICHE KUNSTSAMMLUNGEN, STUTTGART

**GHOULISH SATIRE** on hypocrisy of the times was devised by George Grosz in 1918. Imagining funeral of a freethinking poet named

Panizza who was persecuted in 19th Century, Grosz portrayed coffin being borne along by raucous crowds who celebrate the demise of truth.



# "Crazylegs" Hirsch

...or how to develop your child's self-confidence

"I've got a new job: Sports Director of the Union Oil Company of California.

"You might say I'm a coach to all the kids on the West Coast. Not the natural athletes who, in most cases, get plenty of help.

"I work with the boys and girls whose desire to play a sport probably exceeds their ability.

"Football, baseball, basketball, tennis, swimming, golf, track, body building—we teach them all. Every weekend you'll find me at a playground or park, holding a Sports Clinic.

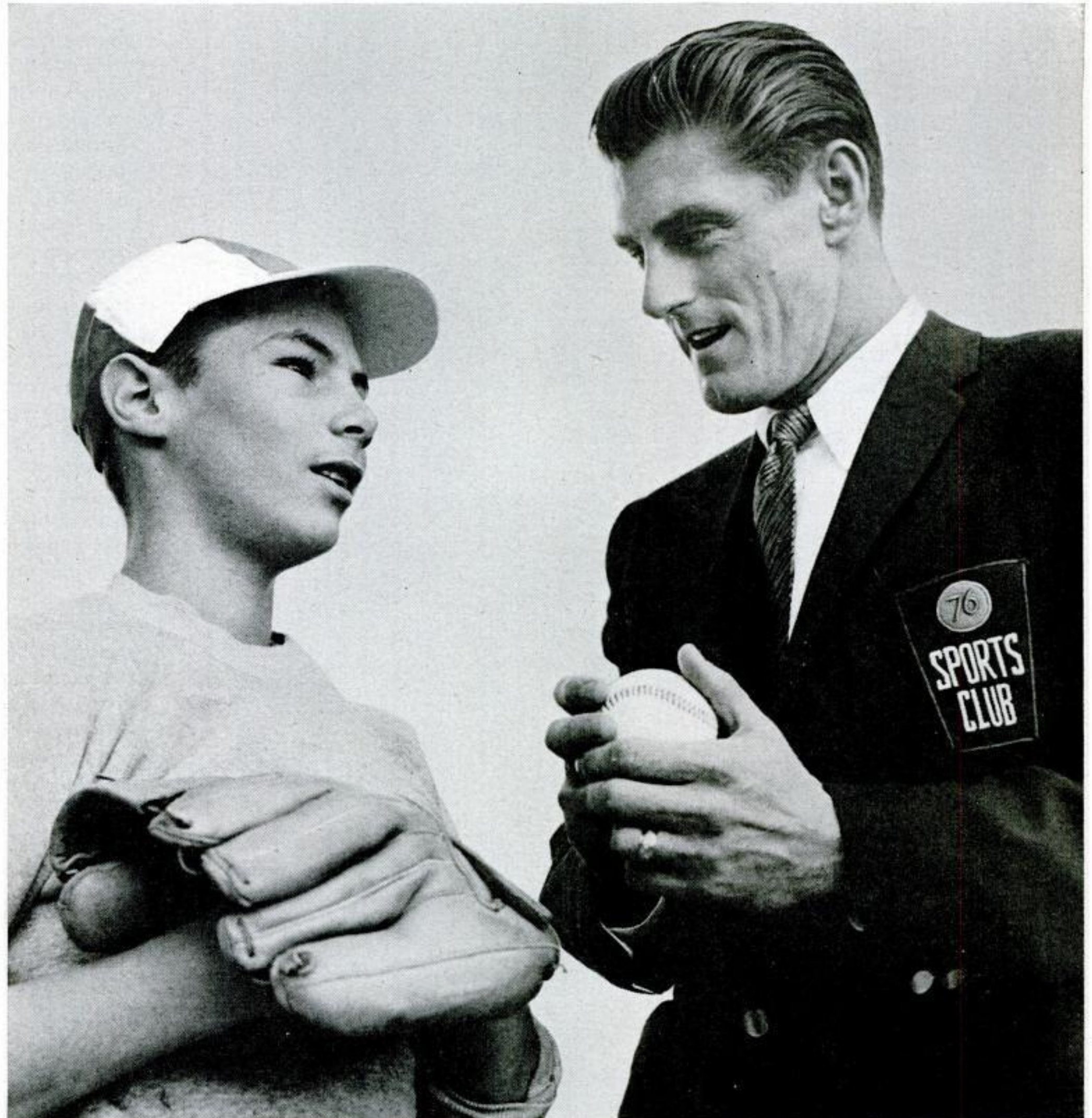


"Once a week on Union's television program—the 76 Sports Club—leading professional and amateur athletes demonstrate the 'how-to' of their sport.

"Some of our guest authorities write booklets on the fundamentals of their game. Union Oil prints these and gives hundreds of thousands of them to the kids free.

"No touchdown I ever made when I played for the Los Angeles Rams gave me the satisfaction I get out of this work.

"Because the idea isn't to make these kids All-



"WE TRY TO MAKE THEM BETTER AMERICANS BY CREATING A WHOLESOME INTEREST IN SPORTS."

Americans. It's to make them all better Americans by creating a wholesome interest in sports.

"It's one of the best ways I know to develop your child's self-confidence."

Elroy Hirsch's job, it seems to us, demonstrates one of the fundamental differences of the American point of view:

Every company has the responsibility not only to produce a good product, but also to be an interested citizen of its community.

It's true that the Sports Club is "good business." But it is equally true that this contribution to the development of youth is made possible by private capital and paid for by private profits.



YOUR COMMENTS INVITED. Write: Chairman of the Board, Union Oil Co., Union Oil Center, Los Angeles 17, Calif.

## Union Oil Company OF CALIFORNIA **76**

MANUFACTURERS OF ROYAL TRITON, THE AMAZING PURPLE MOTOR OIL



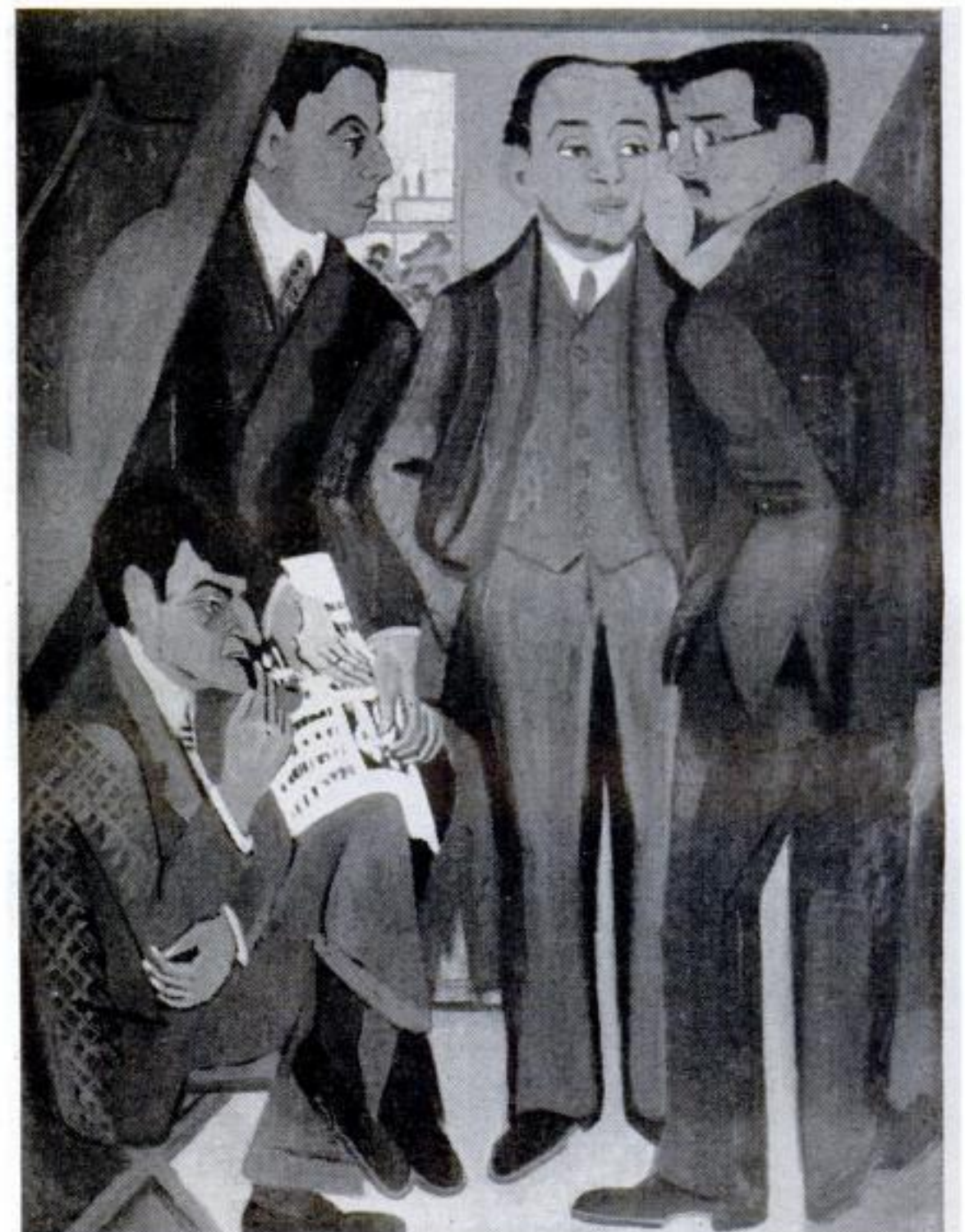
# BRIEF ERA OF REBELLION

The expressionists were rebellious in life as well as in art. In Dresden four architectural students abandoned their studies in 1905 and set up communal living in an empty butcher shop. Sleeping by day and working by night, they subsisted on coffee, cigars, cake and conversation, furiously converting their shop into a bizarre chamber whose walls were ablaze with murals and whose furniture was carved by hand. Utilizing everything they could find, they covered pieces of burlap with bold designs and whittled wood into primitive images. Paper and cloth were stamped with woodcuts, and canvases, painted on both sides, were reused time after time. In summer the group camped out, living in tents and studying the nude and nature by painting their lady friends swimming or lounging in a setting of lakes and trees. These butcher-shop artists called themselves the *Brücke*—the Bridge—which would lead to the future.

In 1906 the *Brücke* held its first exhibition in a lampshade factory, distracting the factory workers and attracting almost nobody. Dresden's hostility gradually drove the *Brücke* artists to Berlin where in 1910 they took part in a major German exhibition. But Berlin was more hostile and also more demonstrative. A nail was driven through one *Brücke* painting and spectators spat on the others. Only a few critics acclaimed the artists as "forceful and original."

In Munich during these years Wassily Kandinsky, an ex-economics scholar from Russia, was getting the same harsh treatment while he evolved his art of "pure composition" to convey "spiritual" feelings. In exhibitions his work was derided for its "slovenly, crying colors" and, as in Berlin, the gallery attendants had to wipe the spit off paintings at the end of each day. But Kandinsky's art attracted a following. Painters like the German Franz Marc and the Swiss Paul Klee joined him in an association fancifully called the *Blaue Reiter* (the Blue Rider) dedicated to the expression of "the artist's inner desire."

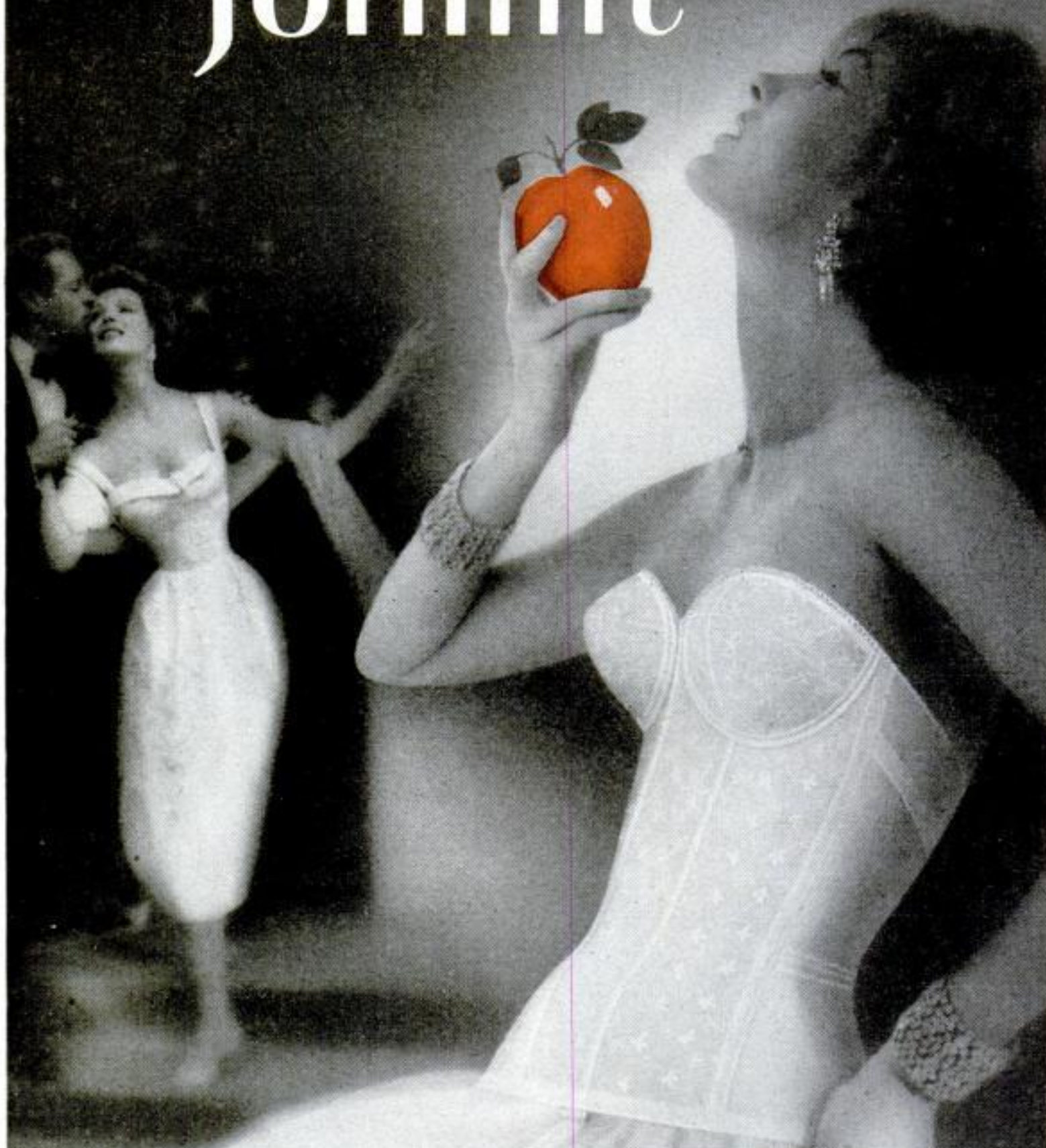
These two groups, along with many others, kept Germany jumping with exhibitions, manifestoes, portfolios and posters. Their seething activities halted in 1914 as, one by one, the artists went off to war or withdrew to other lands. When the war ended, the exhilarating spirit of rebellion and creativity had vanished from Germany. And when the Nazis came to power, expressionism itself was outlawed in the land of its birth.



**PIONEERS** of expressionism were (from left) Otto Mueller, Ernst Ludwig Kirchner, Erich Heckel, Karl Schmidt-Rottluff, all of the *Brücke*. Looking sedate and unrevolutionary, they were painted from memory by Kirchner in 1925, 12 years after *Brücke* dissolved.

## Undercover Strategy begins with "Confidential"

by  
**Formfit**



When it's that one special evening  
... and you want to look absolutely  
perfect, you can count on Formfit.

For this is the famous figure  
fashioning that gives you the  
assurance of "best-dressed" beauty.  
And always in complete comfort.

Put yourself in this special  
evening mood ... all the time.

Be fitted in Formfit at fine stores everywhere.

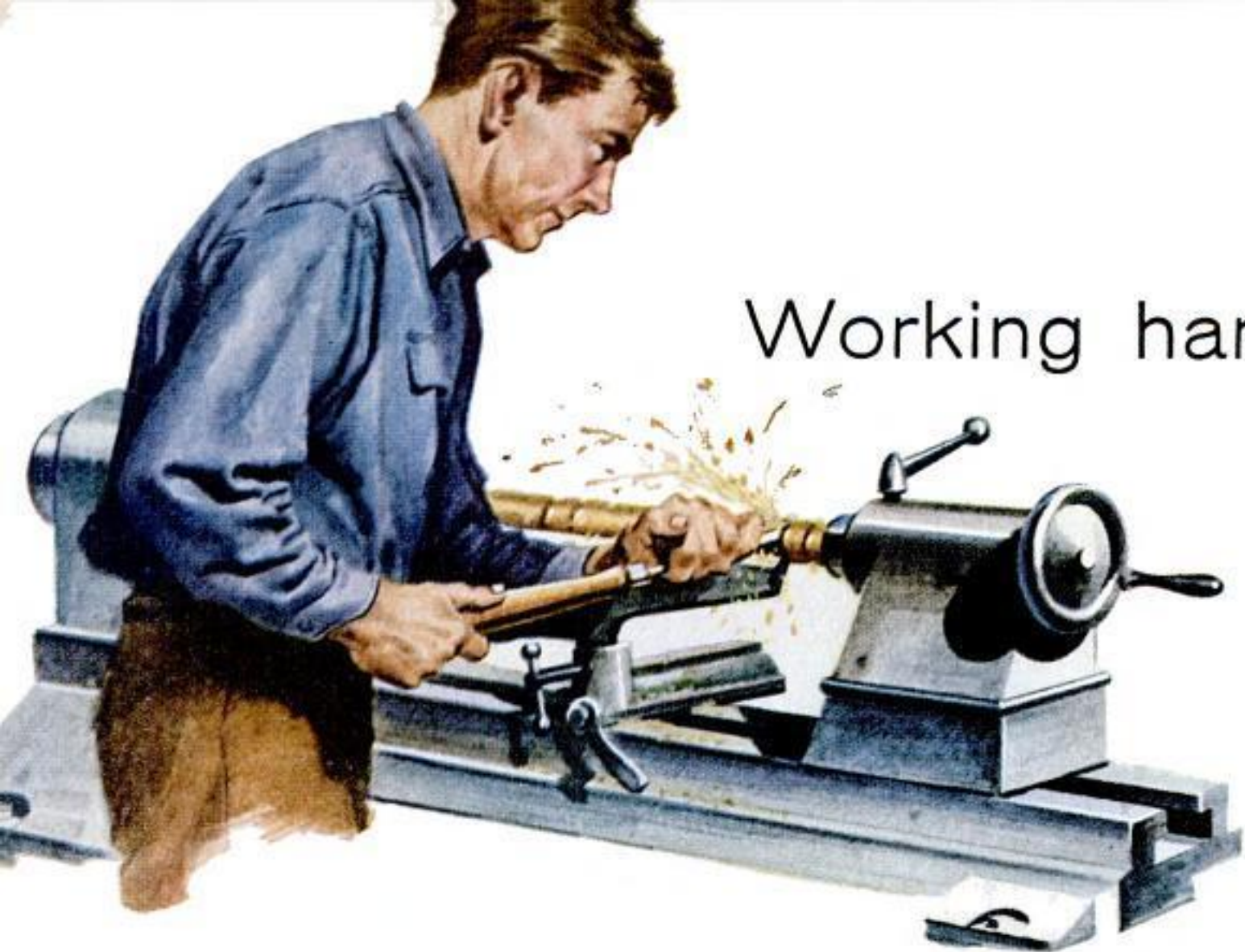


Smooth low-back strategy shown here ... "Confidential" Strapless Brassaliere No. 389. Embroidered White cotton and elastic in sizes 32A to 38C. Cups are lined with a light wafer-thin layer of foam rubber for complete flattery. \$10.95

THE FORMFIT COMPANY • CHICAGO • NEW YORK • CANADIAN PLANT, TORONTO

DRESS BY CEIL CHAPMAN





Working hard?

Refresh with Milk—

# Milk makes Energy!

Get a glass of milk when you need a lift that lasts.

Milk is high in protein.

It's a powerhouse of energy.

Recharge—and carry on refreshed,  
*really* refreshed, *lastingly* refreshed.

*Milk, the High-Protein Refresher.*

Proteins help build strong bodies in youth, re-build sound bodies in adults. We need proteins every day. Milk is your handy, your economical source of complete proteins. Milk is a miracle food, a marvelous drink! Enjoy it!

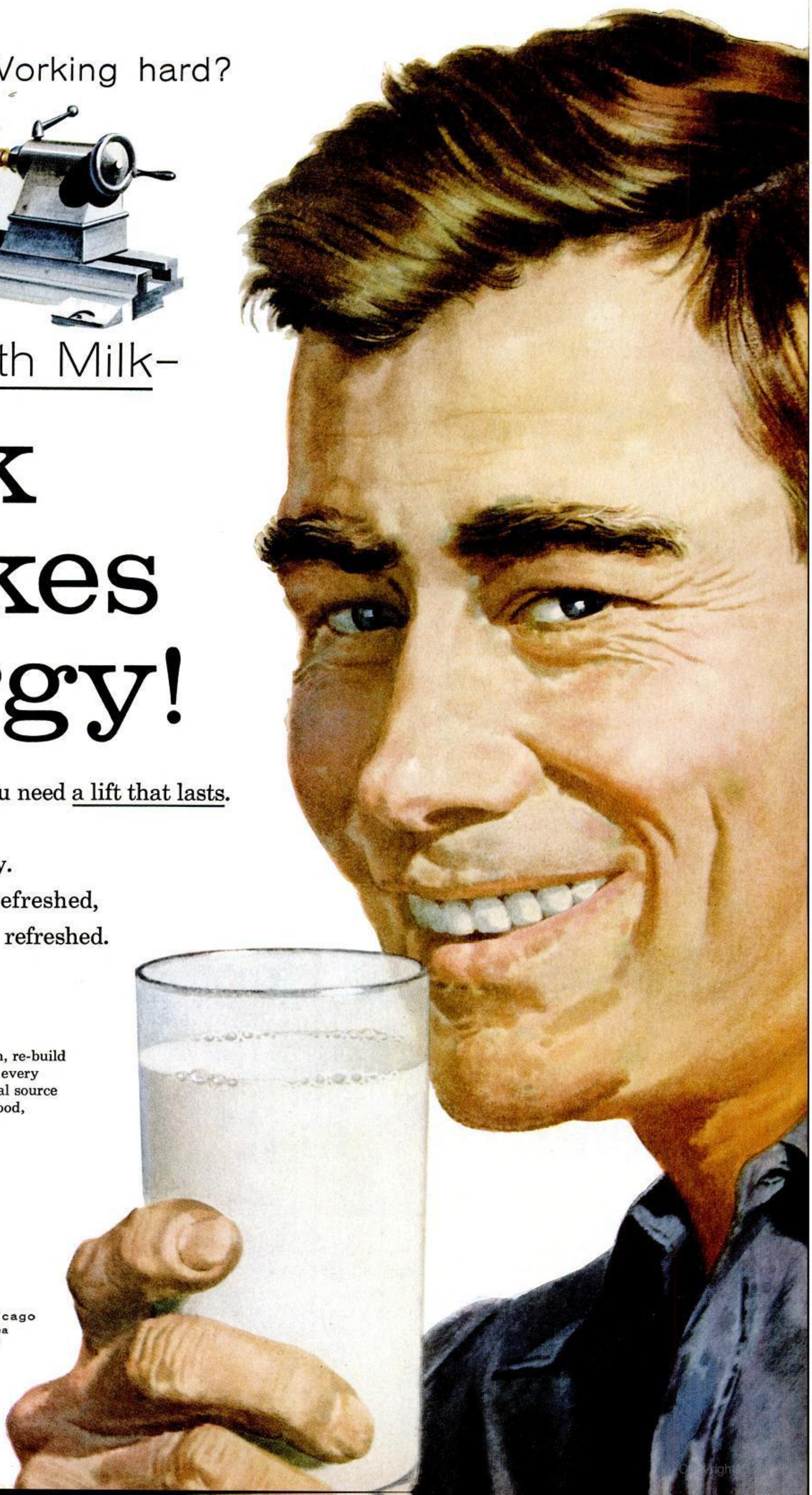
You never outgrow your need for

# Milk

Drink 3 glasses every day

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Representing the dairy farmers in your area  
See "The Perry Como Show" on NBC-TV  
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ALBERT  
DORNE







# New Simoniz Floor Wax— **childproof** because there's **vinyl** in it!

**Vinyl**—tough, brilliant vinyl—makes new Simoniz® Floor Wax the toughest, glossiest floor wax ever.

Now, kids can spill on your floors. Romp on them. Track on them. Vinyl, the miracle ingredient, means *childproof* protection.

Floors never shone so mirror-bright. Never stayed so bright, so long . . . even with frequent damp mopping. Yet, when it comes to re-waxing, new Simoniz Floor Wax removes evenly—no blotching.

New Simoniz Floor Wax polishes itself. You don't need to buff. You don't need to rub. Try it.

**For all floors—  
linoleum,  
rubber,  
asphalt,  
vinyl tile and  
finished wood**



**SIMONIZ MAKES IT**





ELEANOR MILLER, 8, COMPLETELY OUTFITTED IN "DRESS-UP" CLOTHES, IS TEASED BY HER BROTHER CHARLES, 5, IN A MORE FAMILIAR ADULT COSTUME

## STORE-BOUGHT DRESS-UPS

Mothers who have been trying to keep their high-heel shoes, best hats and costume jewelry out of the clutches of small daughters will be relieved to discover that dress-up clothes can now be bought as such. Complete head-to-toe outfits of small-scale grown-up clothes are current best-sellers in toy stores across the country. At Goldblatt's in Chicago, which has installed a special section of miniature clothing, the dress-ups sold over \$10,000 worth in nine days, more than twice as much as the nearest

competitor, outdoor gyms. The most popular items are high-heel shoes (\$1), a fancy hat with a veil and a plume (\$1.20), a fringed chemise dress sold with a long string of beads (\$2) and a mutation "mink" stole (\$2).

For autumn, manufacturers are planning new dress collections and maybe even a full-length "mink" coat. They think they are in business to stay, for despite hoots from younger brothers (*above*), it is clear that big-girl styles make little girls feel like well-turned-out women of the world.



This is all I need  
to know about  
engines!

Pennzoil is all  
today's farmer needs  
to know about his  
mechanical "horses".

For this Tough-Film®  
Pennsylvania oil has a  
permanently active  
ingredient (called Z-7)  
that stops loss of  
horsepower. Improves  
mileage. Won't break down  
between oil changes.

Also available as a multiple-  
viscosity (10W-30) oil, the finest  
yet. Ask your dealer.



Pennsylvania's "Miracle  
Molecule" at its best.

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Nearest Dealer  
In The  
Yellow Pages

MEMBER PENN. GRADE CRUDE OIL ASSN., PERMIT NO. 2, OIL CITY, PA.

**\$4,200**



**REWARD  
CONTEST**

**What is the Contest?** Every month  
through October we're mailing checks for  
\$200, \$100, and \$50 to folks sending in  
the longest, practical lists of uses they've  
found for *Vise-Grip*, the world's most  
useful hand tool. (The winners' favorite  
tool dealers win the same amount!)  
Simply write your list on a plain sheet  
of paper with your name and address,  
and mail to address below.

**What is a Vise-Grip?** It's the World's  
Most Useful Hand Tool! The one tool  
you need to tackle any job around the  
house, farm, shop, factory. A must for  
sportsmen! Go to your favorite hard-  
ware dealer and see the NEW Vise-Grip  
with EASY RELEASE. 7" and 10",  
with or without wire cutter, only \$2.15  
to \$2.95.

Have fun! And GOOD LUCK!

**NOTE:** Decision of judges is final. Winners announced on request.  
All entries become property of Petersen Mfg. Co., Inc. In event  
of tie, full amount of prize tied for will be awarded each tying  
contestant. This contest open only to residents of U.S.A. and ter-  
ritorial possessions. Subject to federal, state and local regulations.

**PETERSEN MFG. CO., Dept. L-5, DeWitt, Nebr.**

Vise-Grip does  
more jobs easier  
than any other  
tool!



It's a wrench,  
... a super-pliers,  
... a clamp,  
... a hand-vise,  
... a wire-cutter!

## DRESS-UPS CONTINUED



**WOBBLY WALKER** Joan Trossman has difficulty balancing as Maureen Gumenick lets shoes flop. Like many grown-ups, both wear chemises too long.



**EARLY SHOPPERS** try on ranch and platinum "mink" stoles in special dress-up department at Goldblatt's. Other bargain hunters pick over the hats.





*It's a most unusual ale*

It's so light and delightfully pale ...

And I know you'll agree

When you try it and see

It's a most unusual

most unusual

most unusual ale!

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THE BEST BREWS IN THE WORLD COME FROM CARLING

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# Does she...or doesn't she?



## Hair color so natural only her hairdresser knows for sure!

She wears her years lightly...happily. There's a naturalness in her looks, a fresh, shining quality in her hair that overrules the calendar year after year. But then, who needs to care about birthdays today! With Miss Clairol, it takes *only minutes* to replenish color faded by time...to cover gray with fresh, *young* tone, to keep hair lively, lovely, beautifully soft!

And that's why hairdressers all over the world recommend Miss Clairol, use it *every* time to add soft, ladylike, *lasting* color to fading hair...and to cover gray. With results so sure...so easy to achieve, why wait another day to look younger, prettier...to feel more attractive! Try Miss Clairol yourself. Today! In wonderful new Creme Formula or Regular.

**MISS CLAIROL®** HAIR COLOR BATH®

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# Bissell's Book-to-Broadway Parlay



## NOW HE HAS NEW MUSICAL

From Homer to Hemingway no author has ever parlayed one story through as many stages and with such happy results as Richard Bissell of Dubuque, Iowa. The latest stage is a Broadway musical, *Say, Darling*, and Bissell's parlay is still going on. It began in 1951 when Bissell, who was superintendent of a pajama factory, wrote a funny novel, *7½ Cents*, about his business. Bissell turned his book into a famous Broadway musical, *The Pajama Game*. Then he wrote a new book about his adventures in show business called *Say, Darling*. Now he has adapted that book into the new musical.

For this show, he got his wife Marian and Author Abe Burrows to help with the writing, and picked up a bunch of jaunty songs by Jule Styne, Adolph Green and Betty Comden. The result is a lighthearted yarn about an author, like Bissell himself, who gets mixed up with Broadway smart guys. Bissell's next move will be a film of *Say, Darling*, and then, probably, another book—about films in Hollywood.



BISSELL'S NOVEL, *Say, Darling*, has sold half million copies, was adapted into musical (below).

**THE PAJAMA GAME**, as advertised in the Peter Arno cartoon, ran 1,063 performances on Broadway, played all over the world, and was made into a bright and tidy film. It is revived annually in U.S. summer music festivals.

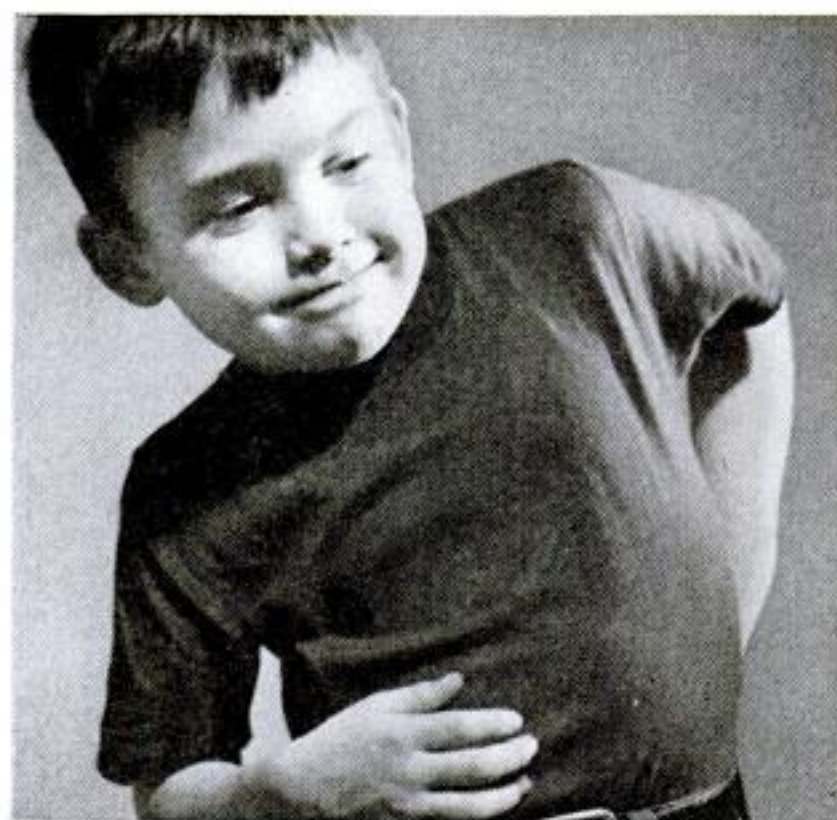
**SHOW'S HERO** acted by David Wayne (center) in scene from the musical *Say, Darling*, somewhat resembles Bissell. Here he admires Broadway actress (Vivian Blaine) on a sofa. Behind him stand three sharp showmen (Johnny Desmond, Robert Morse and Horace MacMahon).



CONTINUED



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## STOPS ITCHES

New Johnson's Medicated Powder contains two special antiseptics. It starts instantly to relieve heat rash, insect bites—most externally-caused irritations. And it's hospital-proved safe for even the most sensitive skins.



## STOPS RASHES

Exclusive Johnson's formula effectively clears up and prevents not only *friction* rash, but troublesome *ammonia* diaper rash. Actually keeps unpleasant ammonia from forming. Relieves urine scald and redness, too.



## STOPS CHAFING

Extra-absorbent action dries up moisture fast. Keeps underarms and feet cool and comfortable—even in hottest weather. Soothes girdle chafe, too. Silky-soft, never gritty—clings gently—smells fresh and clean. Try it.

# NEW JOHNSON'S MEDICATED POWDER

Get a can! 4 oz., 49¢ — 9 oz., 89¢



BISSELL'S PARLAY CONTINUED

# AUTHOR'S RURAL ROOST



**RESTING FEET** on desk he took from houseboat he owned in Iowa, Bissell keeps up with Broadway by reading *Variety* in his home at Rowayton, Conn.



**PUTTERING** with his son Nat, Bissell hoists anchor on old lobster boat that he keeps on Five Mile River because he "can't get along without boats."



**RAISING FLAG** is family ritual with Bissell, wife and children: Nat, 14 (front), Sam, 6, and Stasie, 9. Fourth child, Tom, 15, is away at school.



# ESTHER WILLIAMS HAS THE HERTZ IDEA...



Esther Williams, beautiful movie and TV star, is president of one of the nation's leading swimming pool companies.

## BECAUSE HERTZ RENTS CLEANER, MORE DEPENDABLE CARS!

Sure, this picture was posed. But, there's no doubt that Esther Williams makes good use of The Hertz Idea. For besides her movies and TV appearances, she's the busy president of the International Swimming Pool Corporation—exclusive manufacturers of Esther Williams Swimming Pools.

Mostly, that's why Miss Williams uses Hertz service. To check on pool installations and visit her distributors and dealers from coast to coast.

She hurries from one state to another by fast train or plane, rents a new Hertz car *there*. She says, "The car I drive has to be neat and clean. Hertz never lets me down."

As Esther Williams does, you too can save time and money with The Hertz Idea. For when time means money, there's no more economical way to travel. And—Hertz has more offices *by far* where you can rent, leave and make reservations for a car. A bright, new

Turboglide Chevrolet Bel Air with power steering or other fine car. Rates are low. National average is only \$7.85 a day plus 9 cents a mile—including all gasoline, oil and proper insurance.

Call your local Hertz office or see your travel agent to reserve a car *anywhere* (Canada, Mexico and overseas, too). We're listed under "Hertz" in alphabetical phone books everywhere! Hertz Rent A Car, 218 South Wabash Avenue, Chicago 4, Illinois.



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**After a dip, let WHITE HORSE carry you lightly**

*As refreshing as the cool dip itself  
... a White Horse well-iced. It's such  
a light and pleasant-tasting Scotch!  
You'll meet it at most good places, so ride  
along with White Horse this summer.*



BLENDED SCOTCH WHISKY, 86.8 PROOF. SOLE DISTRIBUTORS: BROWNE VINTNERS CO., INC., NEW YORK, N. Y.





DISPOSABLE PLASTIC UMBRELLA TO BE SOLD BY STORES TO CUSTOMERS STRANDED IN SUDDEN SHOWERS IS DEMONSTRATED BY THE INVENTOR HARRY HEAVNER

## HAVE INVENTION, NEED ANGEL

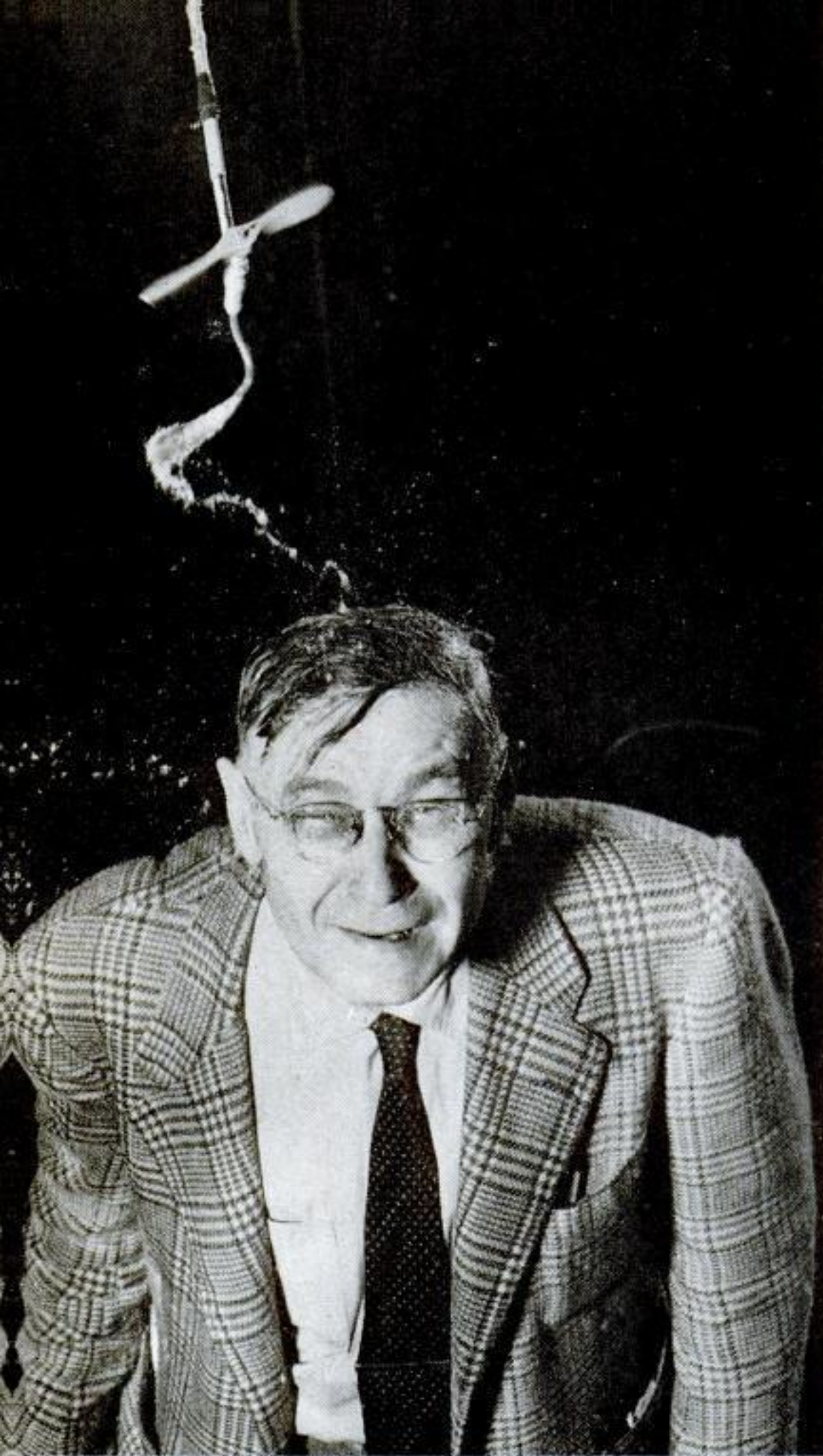
These days when most inventions are turned out on order by well-equipped research teams, a few inventors still go about it in the old-fashioned way—alone on the kitchen table. Their families often think they are crazy and sometimes they are, and even after they invent something, usually no one will produce it. For such men New York's International Gadget and Invention Show acts as a sort of lonely hearts club where misunderstood inventors can meet with understanding investors and perhaps make a match.

At the recent show the inventors shown on these pages displayed their brain children. Harry Heavner (*above*), who would like to mass-produce his disposable umbrella for 39¢, asks only a modest royalty. MacArthur Wardell Jr. (*next page*) wants to sell his rocking hammock for \$10,000. Then he can start on a perpetual motion machine. Also at the show was the kind of man all the inventors sought out—Frank Wirth (*right*) whose company is producing an invention for making card dealing easier.

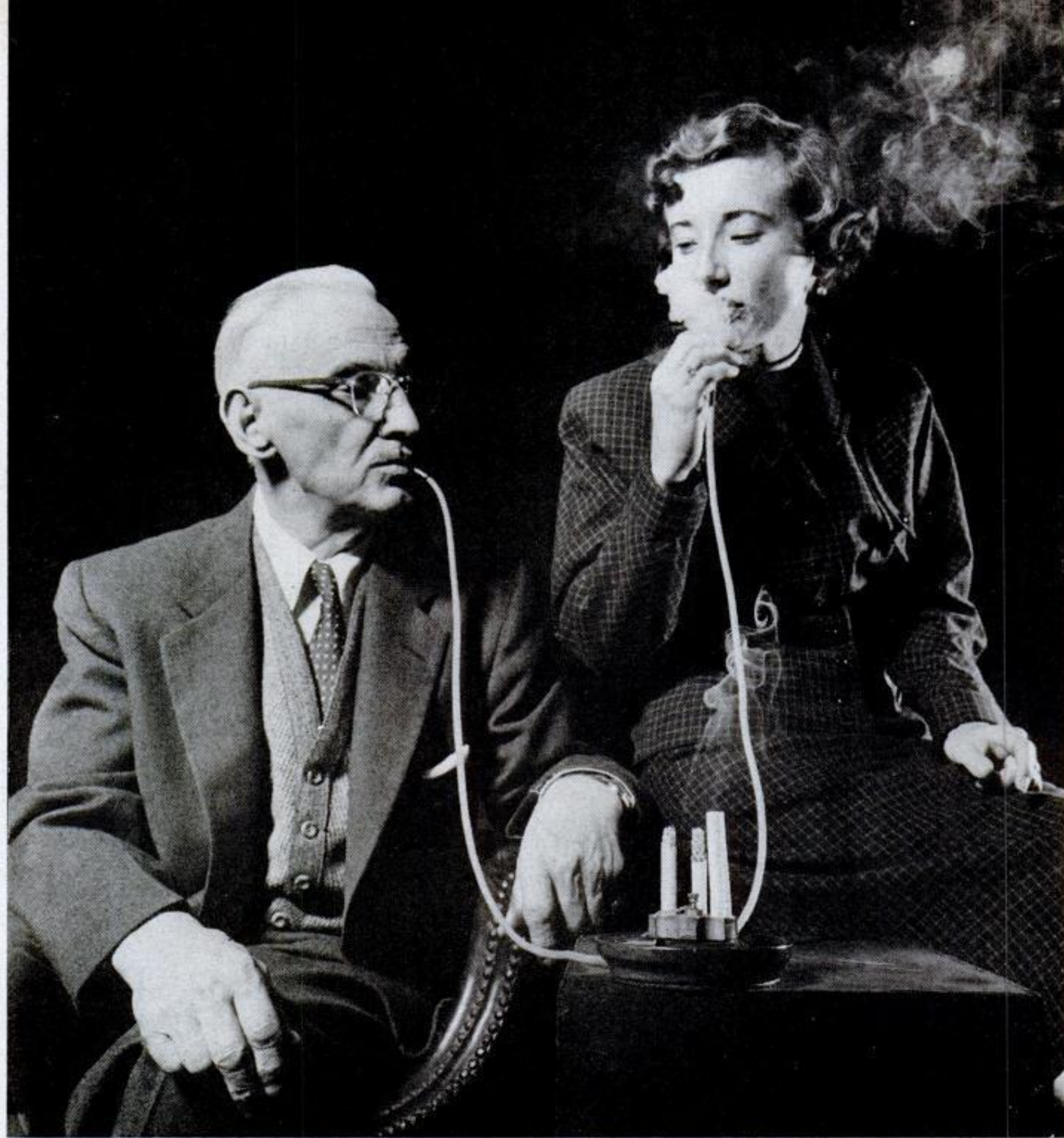
FRANK WIRTH SPINS DEVICE THAT DEALS FOUR CARD HANDS AT ONCE →





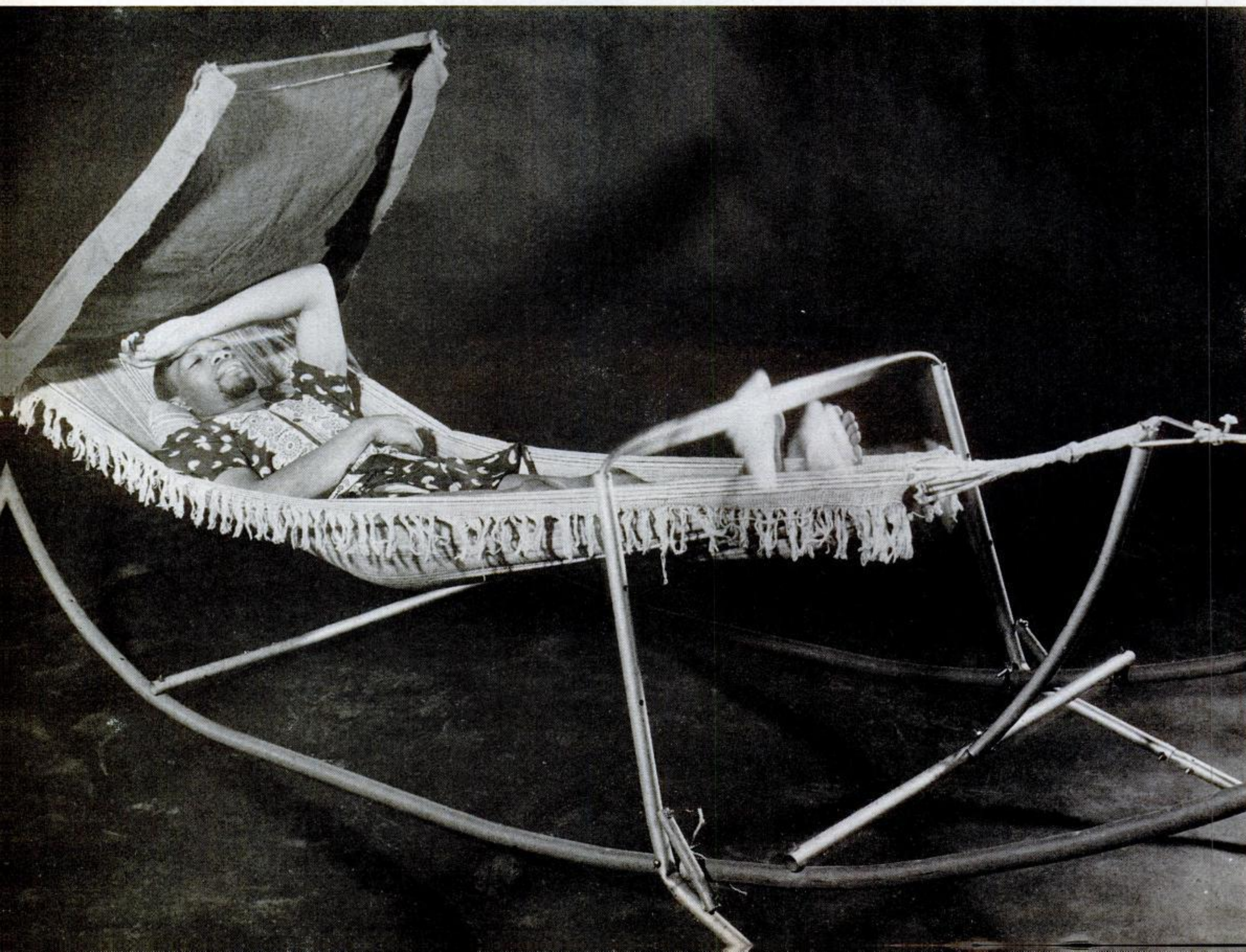


**FLYING SPRINKLER**, here sailing over inventor, Benjamin Forman of Edison, N.J., uses propeller and jet action to lift hose and sprayer over lawn.



**REMOTE SMOKER** to be placed at the bedside is demonstrated by Anton Widrich of Eatontown, N.J. and his granddaughter Helen. Base catches ashes.

**ROCKING HAMMOCK** (below) is set in motion with foot pressure by inventor, MacArthur Wardell Jr. It sways from head to toe rather than side to side.







**Won't dent, stretch or shrink. It's Fiberglas\* Insect Screening.**  
**Won't rust or corrode. Not metal or plastic. Strongest screening ever made! Inside looking out, your view is clear and bright.**



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AIRPLANE: THE NEW 200 MPH BEECHCRAFT BONANZA







# USA TODAY

the new fashion we live in



Living in the U.S.A. today is so rich with new pleasures, new leisure...and you enjoy them so much more with Dan River Cottons. These are the cottons that give you more fashion, more wearing time; so much less *caring* time; the ultimate in wash and wear performance... because they're **Wrinkl-SHED** with **Dri-Don**. Slacks and shorts of Dansheen® luster-woven fabric.

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ALL FABRICS DESIGNED AND WOVEN IN THE U.S.A. BY DAN RIVER MILLS, INCORPORATED, DANVILLE, VIRGINIA. \*REG. TRADEMARK FOR DAN RIVER MILLS' WRINKLE-RESISTANT WASH AND WEAR COTTONS





**Driving force for fun!** New Super Sea-Horse 35 powers anything from runabouts to cruisers. The turn of a key starts it . . . and stops it.



**Ideal for skiing!** The Super Sea-Horse 35 is very strong alone, and tremendous when teamed with another. Other 35 hp Johnsons at \$585 and \$495.



*New Super Sea-Horse 35. 12-volt electric starting. 35 hp. \$625.*

# New Super Sea-Horse 35 - so nice to come home with!

Like sundown itself, you can count on a Johnson. It's built to run—to finish what it starts. Take the new Super Sea-Horse 35. It has the same wonderful quiet system as the big V-50. The same vibrationless suspension. And the same recirculating water cooling system. It's a truly fine piece of machinery. And yet it's a tough baby!

Even under wicked load, it's got the displace-

ment to hunker down and deliver. You can troll it in the coldest waters. And its slip-clutch propeller ends drive pin worries.

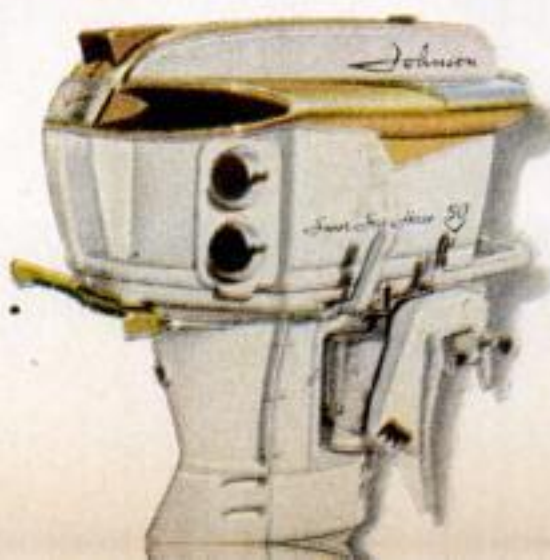
It's no wonder every Sea-Horse is worth more from take-out to trade-in. From 3 to 50 hp, all eleven new models are more rugged than ever. And now there's 12-volt electric starting in the 18, 35 and 50 hp classes.

Your Johnson dealer's listed under "Outboard Motors" in the Yellow Pages. See him soon. Remember, nearly two million dependable Sea-Horses prove *Johnson knows best*. Prices from \$160 to \$840, f.o.b. factory, subject to change.

**FREE 1958 Sea-Horse catalog!** Write: Johnson Motors, 336 Pershing Rd., Waukegan, Illinois. (Division of Outboard Marine Corporation. In Canada, manufactured by Johnson Motors, Peterborough, Ontario.)

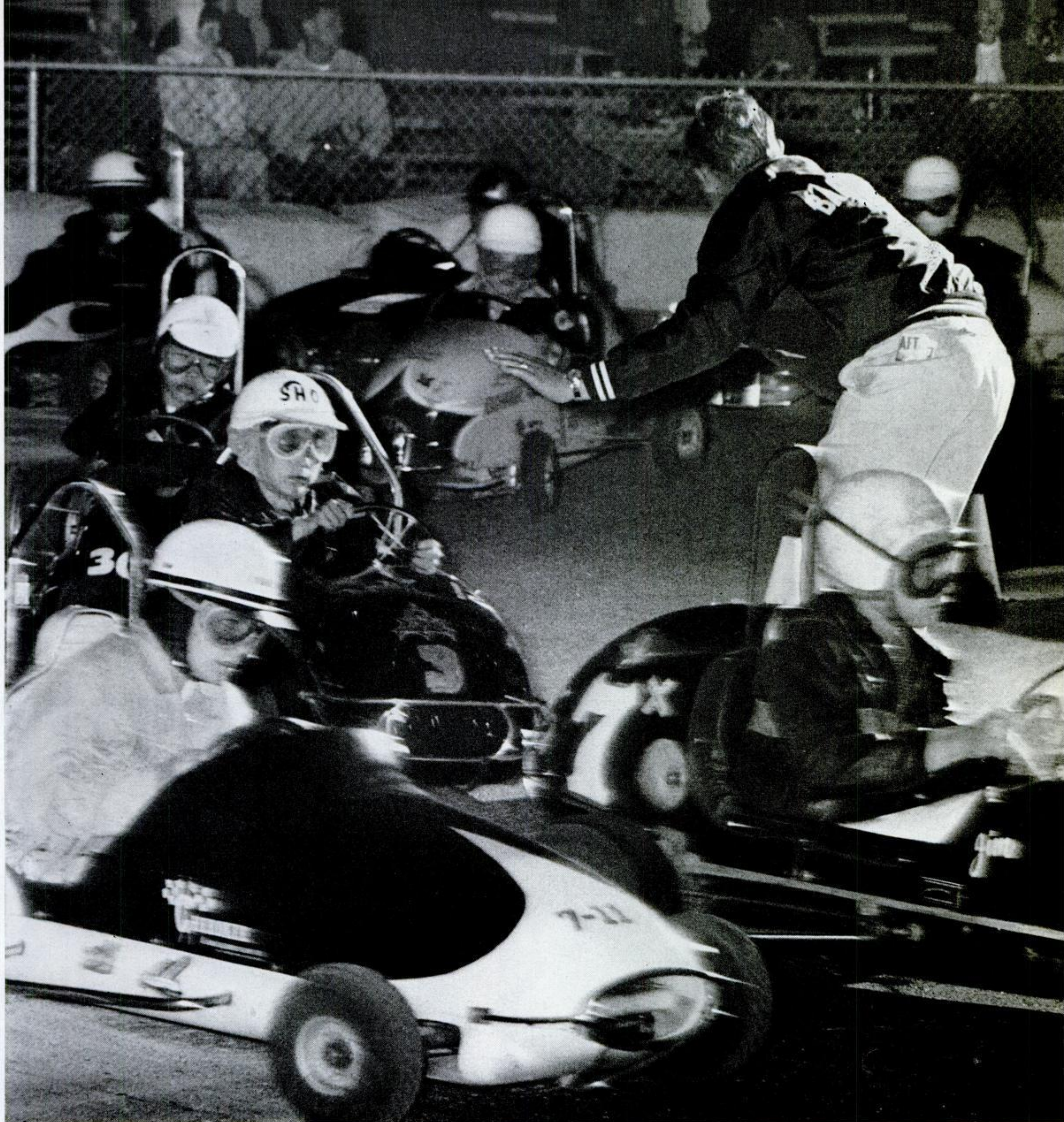
# Johnson

*First in dependability. . .*



**New Super Sea-Horse V-50!** World's first V-engine outboard. 4 cylinders, 50 hp. Brings fine car V-engine smoothness, silence and response to outboarding.  
*pioneers of the "V" age engine*





SPINNING AROUND TURN WHEEL TO WHEEL, CHILD RACERS DETERMINEDLY HOLD PLACES AS OFFICIAL SIGNALS CAUTION AT LAS VEGAS JELLYBEAN TRACK

# Half-pint thrills in quarter midgets

**DRIVERS, AGE 4 TO 15, RACE FURIOUSLY AT 28 MPH IN REAL CARS**

On another evening the speed demons might have been home being tucked into bed but instead they were driving furiously at Las Vegas' Jellybean Track in a new kind of auto racing that turns tricycle riders into track tigers at age 4. Their cars are called quarter midgets because they are so small—less than six feet long, 28 inches high. The sport, though only a few years old, enlists about 5,000 drivers who race on 100 tracks.

The quarter midget cars pack 2-hp gasoline motors and will shoot up to 50 mph on a straightaway. But they are held down to 28-mph maximum

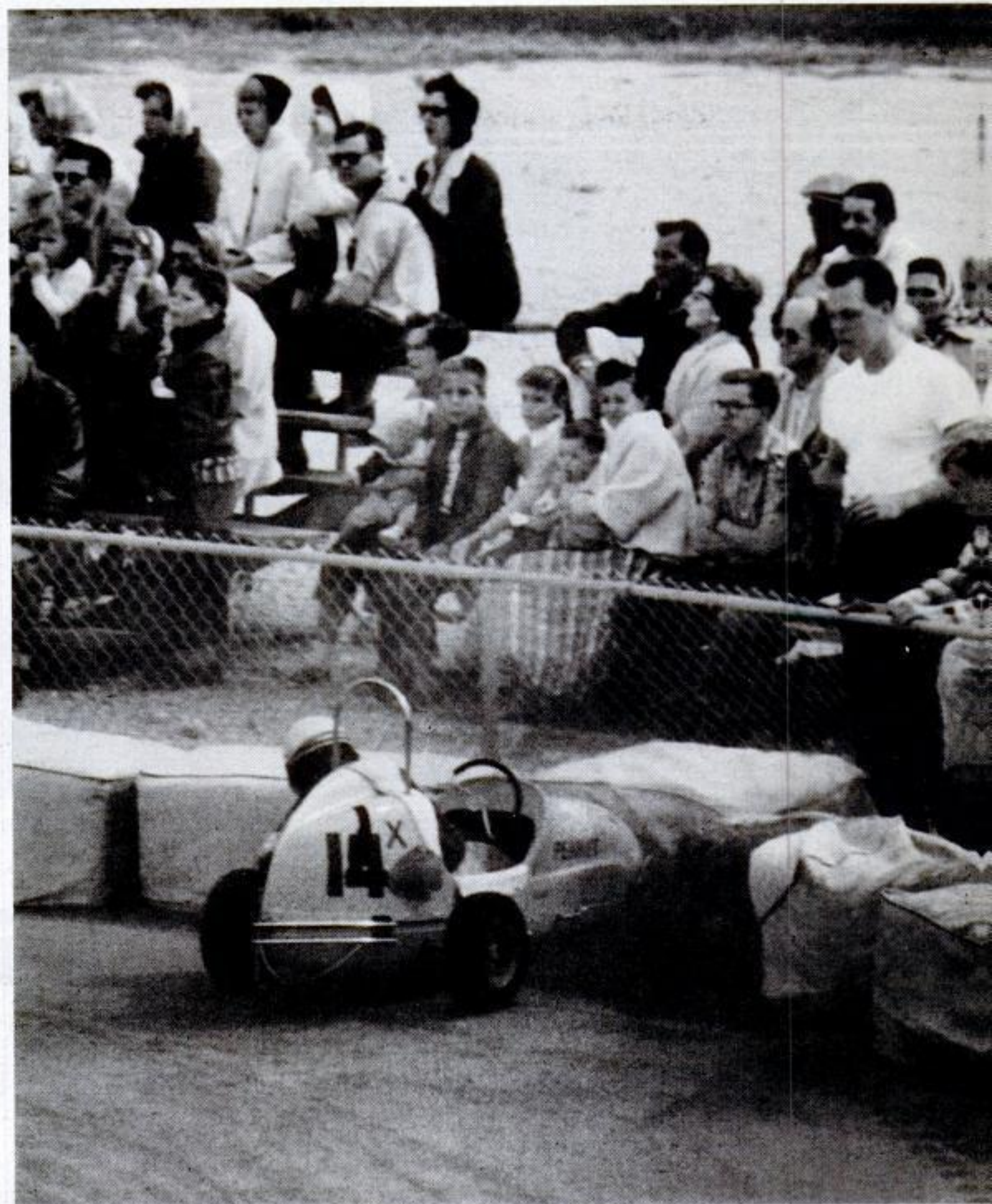
speeds by the small size of the 1/20th-mile track. Five major manufacturers turn out finished quarter midgets for up to \$600, and cars in kit form sell for as low as \$300. Protected by crash helmets, held in by safety belts and buffered by bales of hay lining the track, the drivers are kept so safe that none has ever been hospitalized for an injury. The sport is a family affair. Cars are raced by both boys and girls in two age classes, 4 to 8, 8 to 15, while fathers work as their mechanics. Looking on from the stands are racing's least bloodthirsty spectators, the drivers' mothers.



## QUARTER MIDGETS CONTINUED



QUARTER MIDGETS ARE SCATTERED OVER PIT AREA AT JELLYBEAN TRACK. MECHANIC-FATHERS TUNE MOTORS BEFORE TURNING CARS OVER TO CHILDREN

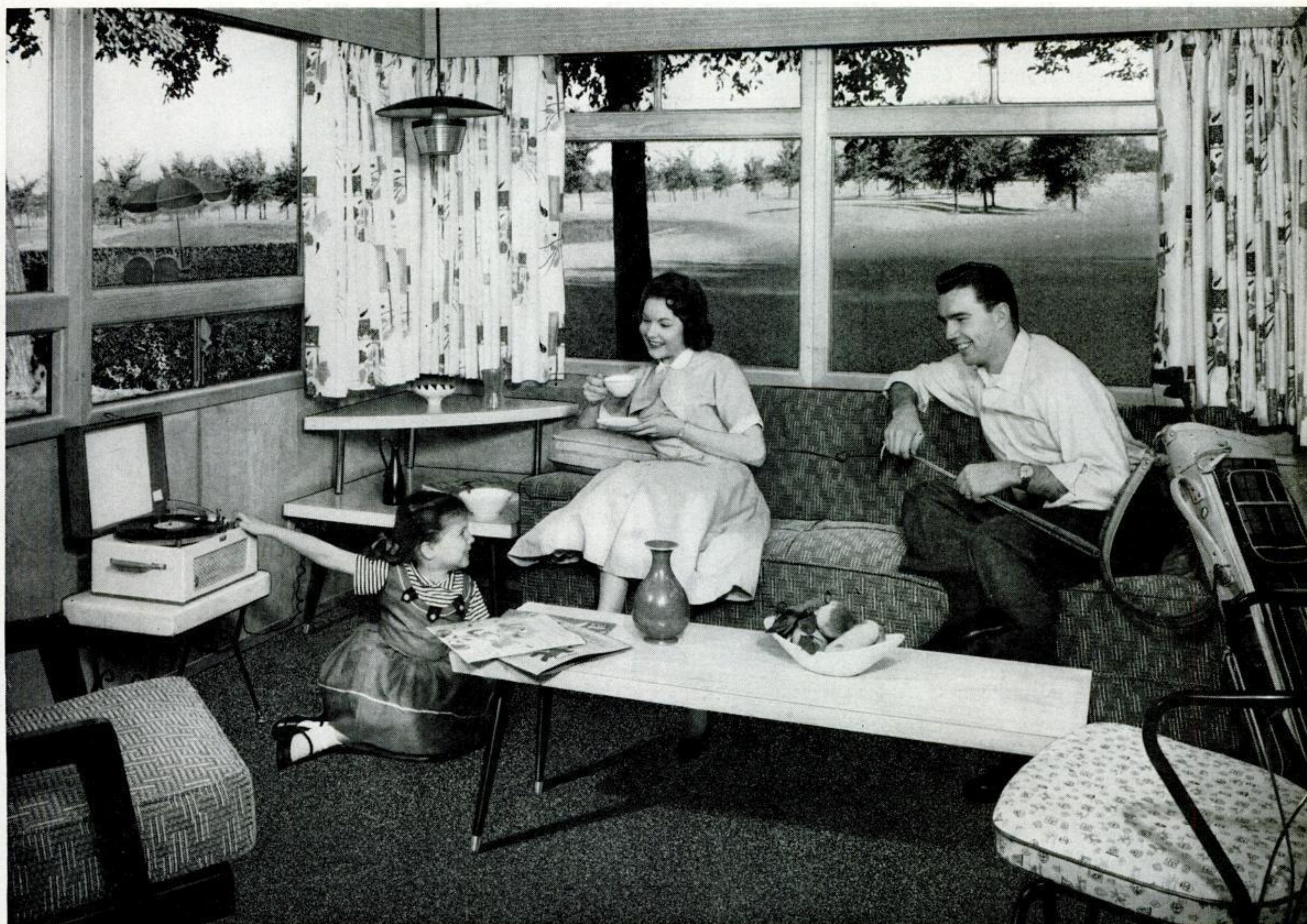


**OUT OF CONTROL**, a quarter midget car plows into a canvas-covered bale of hay put there as a bumper. The driver, knocked to side of seat, was unhurt.

**A PUSHING START** is given by Eldon Rickman to his daughter Wendy, 7. Car has no starter so a short fast push is required to get the motor running.

CONTINUED





Prices include complete furnishings for every room

Now--three million Americans have chosen  
this modern housing trend...



## The Mobile Home

**T**HIS is the "luxury year" for mobile living. Today's mobile home is longer, wider, plusher, with more comforts and conveniences than ever before.

Bigger dimensions (often 10' by 40' or more) plus careful planning, give you plenty of room for living. Furnishings are comfortable modern—the kind that make you feel proud to show people around. And here's what your kitchen can have: "waist-level" cooking, a new refrigerator, disposal, automatic washer and dryer. You get a complete bathroom with tub and shower. Automatic heat, air-conditioning, television if you like.

Maybe you've seen some of the new, attractively landscaped mobile home parks. Many have swimming pools and other recreational facilities. Owners give backyard barbecues and neighborhood parties. They add porches and gardens to their mobile homes.

The three million up-to-date people living in mobile homes include young couples, industrial and construction workers, professional people, military personnel, and retired couples. Why don't you look into this new, fast-growing housing trend? Visit some of the mobile home dealers in your area soon.

### No extras—your furniture is paid for!

You purchase a mobile home *completely furnished*. Some cost you only \$75 a month. You don't have to pay extra money for your furnishings, appliances, draperies. All this is included in the price of your home. It's all financed in a single package.

To find dealers—look in the classified advertising section of your local newspaper and the yellow pages of your telephone directory.

**Mobile Homes Manufacturers Assn.**

20 N. WACKER DRIVE, CHICAGO 6, ILLINOIS



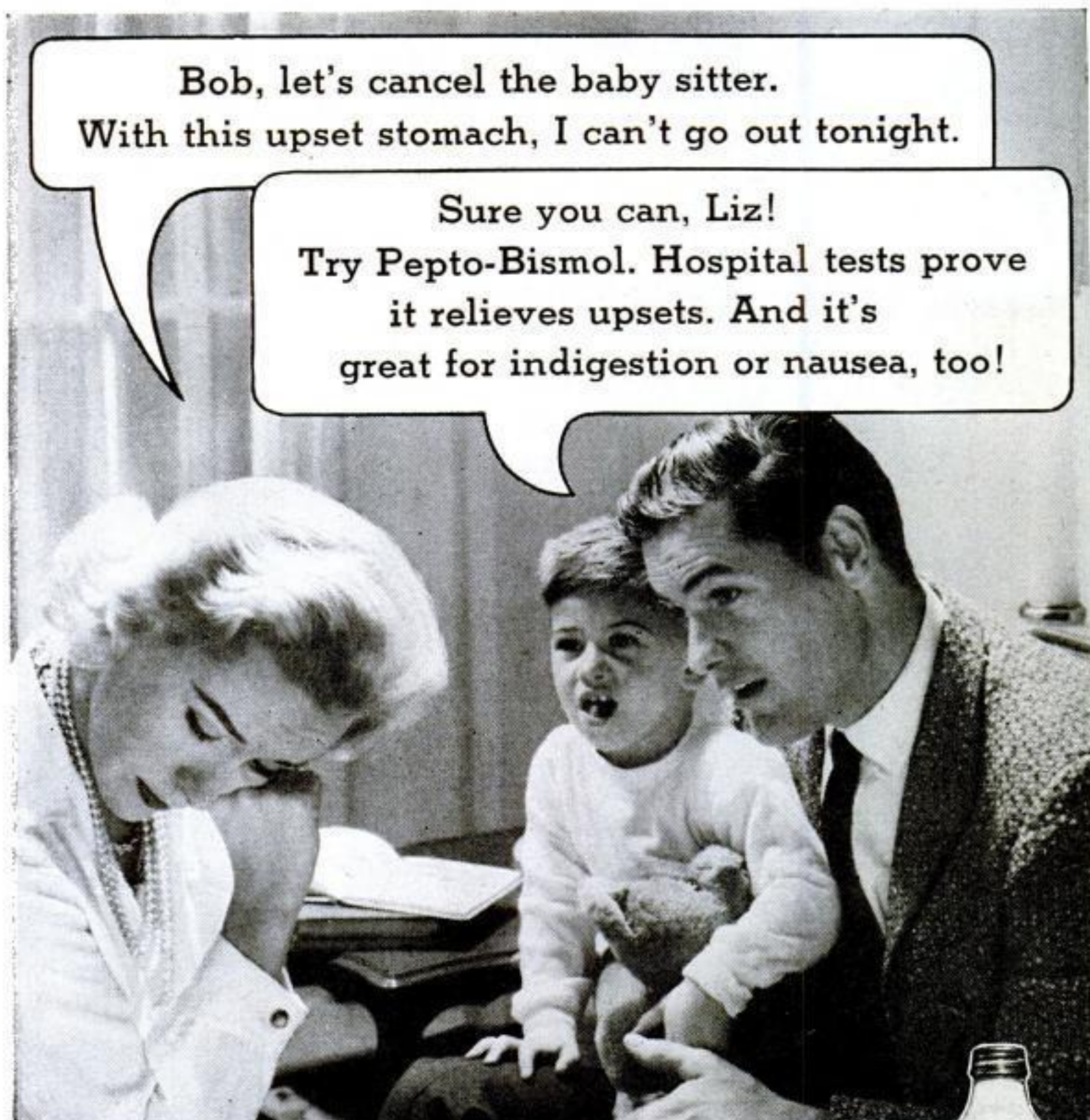
### SEND FOR MHMA YEARBOOK!

Mobile Homes Manufacturers Assn., Dept. L58,  
P.O. Box 1516, Chicago 90, Illinois

Please send MOBILE LIFE which includes information on 1958 models of 75 manufacturers, articles on mobile home parks and living. Enclosed is 25¢ to cover mailing and handling costs.

Name \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_





Bob, let's cancel the baby sitter.  
With this upset stomach, I can't go out tonight.

Sure you can, Liz!  
Try Pepto-Bismol. Hospital tests prove  
it relieves upsets. And it's  
great for indigestion or nausea, too!

**Pepto-Bismol works where soda, seltzers and "tummy-aids" fail!**  
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OF TEXAS

**Polished Cotton Slacks**

FARAH'S heavier Wash 'n Wear fabric in powder blue, sienna brown, gray, beige, black

for young men and boys  
**SLIMS, REGULARS, HUSKIES**

Start at \$3.98  
at better stores everywhere

Farah Mfg. Co., Inc.,  
El Paso, Texas

## QUARTER MIDGETS CONTINUED



**PARENTAL PRECAUTION** is taken by father Bill Willis, who bends low to fasten safety harness holding son Joe, 5, in the car he assembled from kit.



**BIG MOMENT** comes for Hollis McBride, 4 (on outside), when he passes Bill Beckett, 6. Youngest in race for 4-to-8-year-olds, he came in second.



**LOVING CARE** is lavished on her car by Wendy Rickman who hates to see it lose its shine during races, hastens to polish it with cloth when in the pit.



Painting? Select from hundreds of WIZARD values for do-it-yourself painters at your WESTERN AUTO Store!

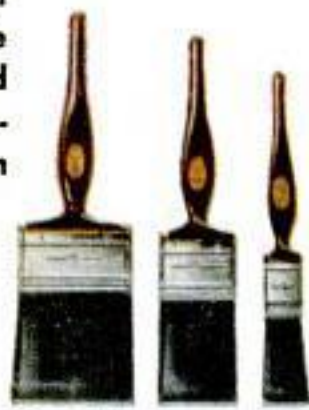
### SPEEDY SPRAYER OUTFIT

Handles any type of spraying job. 4 to 6 times faster than hand brushing. Includes spray gun, 15 foot hose and 1/4 H.P. Westinghouse motor. Complete \$58.95



### QUALITY WIZARD BRUSHES

To do a professional job see our complete selection. Sizes and shapes for every purpose in both nylon and hog bristle.



### PAINT ACCESSORIES

- A. Economy-priced Scraper 17¢
- B. Steel blade linoleum knife 50¢
- C. Professional quality putty knife 55¢
- D. Rutland Patching Plaster 2 1/2 lbs. 35¢



### CAULKING GUN AND COMPOUND

Sure easy way to seal cracks around chimneys, doors, windows, showers, foundations. Caulking gun \$1.69 Caulking compound cartridge 45¢



### WIZARD PAINT AND VARNISH REMOVER

... works quickly, removes paint, varnish and shellac. Softens old paint without raising the grain. One pint handles 20 square feet. 43¢



### QUICK DRY ENAMEL

Covers woodwork, toys, furniture, in one coat. Gives a glossy, scrubbable finish. Colors withstand steam, hot water, wear and weather. Qt. \$2.09



### COMPLETE LINE THINNERS

WIZARD Paint Thinner.....Qt. 45¢  
Turpentine .....Qt. 50¢  
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Use with rubber-base or oil base paints on cement, plaster, wood, wallpaper. With corner dauber. \$1.92



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Like putting two coats on with one stroke of the brush. Saves 1/2 the time and cost. Gal. \$6.45



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Covers and protects concrete, brick, stucco, and asbestos shingles. 12 colors. Gal. \$5.45



### WIZARD AUTO ENAMEL

Gives new car finish. Also for farm implements, outside furniture, and other exterior metal surfaces. Quick drying and washable. Qt. \$2.20



### WIZARD BIKENAMEL

Gives sparkling new finish to battered old bicycles, toys, tools, lawn furniture. Perfect protection against wear, rain, heat. 1/4 Pt. 38¢



### ALL-PURPOSE STEPLADDER

Solidly constructed of seasoned pine. Lightweight, easy to handle. Steel rod under each step for extra strength and safety. One-piece pail shelf, easily folded. 5-foot. \$6.15



### WIZARD RUBBER BASE HOUSE PAINT

Revolutionary New Paint. Won't peel, crack or blister. For masonry as well as frame. White. Gal. \$6.45



### WIZARD SPRAY ENAMEL

For hard-to-paint pieces... just press the trigger! In 10 colors, clear plastic, white and black for inside or out. Dries quickly. Lasts indefinitely. 12 ozs. \$1.39



### WIZARD ALUMINUM PAINT

Lasting protection for roofs, fences, pipes, radiators, etc. Covers in one coat. Forms tough, metallic coat to prevent rust and corrosion. Qt. \$1.42



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# WIZARD

Whether you're an old hand at painting, or an amateur, you'll get professional-looking results with WIZARD'S Balanced-Formula Paints, and Quality Painting Accessories. WIZARD Paints go on easier, stay bright longer... give you a job you'll be proud to save money on!

FREE... valuable 48-page booklet, a complete guide for every painting project. At your Western Auto Store.



Now—choose from hundreds of new WIZARD "COLOR SCHEME" colors. Each line of WIZARD Paints is newly color-styled to give you a complete color selection for any painting job, inside or out.

Prices may vary slightly up or down, depending on geographic location.

## Western Auto

STORES  
AND ASSOCIATE STORES



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Every Western Auto Product you buy is engineered to the highest standards and carefully inspected and tested to assure you of lasting pride and satisfaction. It is fully guaranteed through more than 4,000 Western Auto Stores and Associate Stores from coast to coast.

### WIZARD SATIN FINISH

— the wonderful alkyd-rubber base paint that covers both walls and woodwork. Gal. \$4.89



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America's oldest and most experienced national brewer • established 1844



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Come ride in the sun for a picnic and fun—  
and Pabst makes it perfect! What'll *you* have?  
Pabst Blue Ribbon—clearly refreshing,  
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it perfect... finest beer served *anywhere!*



**Pabst Blue Ribbon Beer • Old Tankard Ale • Andeker Draught Supreme**

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Beach Costume by Pierre Cardin. One of a series created by noted designers for Mennen.

# To Every Lady-in-Waiting\*

You will have less fuss  
and more fun with your baby

Even those first few days when you're new with baby will be relaxed and worry-free, because modern science has made caring for baby so easy. How easy, you will discover the first time you use Mennen Baby Magic and stop diaper rash before it begins!

Baby Magic actually gives your baby an invisible "body-guard" that destroys the bacteria that cause diaper rash and other baby skin infections. Ask your doctor about Baby Magic, the protective pink lotion used in so many leading hospitals . . . and by more mothers than any other.



BABY MAGIC is non-greasy. Use it before diapering to stop diaper rash; all-over to stop chafing. Giant size, \$1; squeeze bottle, 60¢.

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ANTI-CHAFING POWDER is a special formula; resists moisture—clings longer. 33¢ and 59¢.

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for  
babies  
it's

  
Mennen



## NATURE



**SURPRISED BY BADGER**, Tani Bahti squeals as she peers into den. Walls of dens were cast in rubber from rock, then transferred to tunnel by plaster casts.

## AN UNDERGROUND ZOO

Desert animals live an underground life that people never see. But a close look at this world of burrows, dens and caves is now provided by a unique exhibit at the Arizona-Sonora Desert Museum in Tucson. In a block-long subterranean zoo live prairie dogs, foxes, ringtail cats, skunks, bats and snakes, which took quickly to their new life. When the zoo opened, the prairie dogs promptly put a sentinel on duty to bark at intruders. Bloodthirsty ferrets clawed at the walls to get at other animals. The snakes shed their skins and went into hibernation.

Most of the dens have closed passageways that lead to the surface so that the animals, which are largely nocturnal, can go out at night into open enclosures. Their underground homes are kept in semi-dark natural conditions yet visitors can put on lights and get an eye-to-eye view of the animals as only other animals have seen them before.



**TO LIGHT A DEN** a visitor simply presses on the rail in front of the glassed-in burrow. Here a zoogoer leans forward to get a good look at a porcupine.

## PAINT UP CLEAN UP

Gum Turpentine is the standard, foolproof paint thinner preferred by painting contractors and master painters. Cleans paint brushes, woodwork, furniture. For sale wherever paint is sold.

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ASSOCIATION • Valdosta, Georgia

REPLACEMENT OF A STAIN OF MUD  
Guaranteed by  
Good Housekeeping  
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More Mower for Your Money!



Rotary, Reel and Riding Mowers  
From 18-inch to giant 25-inch cut  
**LOOK FOR THESE LOBER BRANDS**  
Handy Andy, Hi Lo, Southern  
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Gorgeous George, Gold Winner, Beau Brummel.

M. LOBER AND ASSOCIATES, 7 CENTRAL PARK WEST, N. Y. C.

## BUYING DINNERWARE?



Stetson China Co. makes America's most beautiful Dinnerware in America's largest and most modern pottery... providing employment for over 1,000 people in Lincoln, Illinois.



## GIFT FOR MILADY

"Bear-est" Member of the  
BEAR BRAND family!



Full fashioned, sheer as soft spring mist  
Or seamless—no seams to slip or twist.  
Wide choice of style or glamour shade—  
The finest nylons ever made!



BEAR BRAND Hosiery Co.  
CHICAGO 3, ILLINOIS  
Guaranteed Quality Hosiery Since 1893

## BVI New Electric PAINT SPRAYER

\$12.95 complete

Built-in motor! Just pull trigger and spray paint, varnish, enamel, insecticides and garden sprays 3 to 7 times faster! Sapphire nozzle, quick spray adjustment. Fully guaranteed. Now at dealers... everywhere!

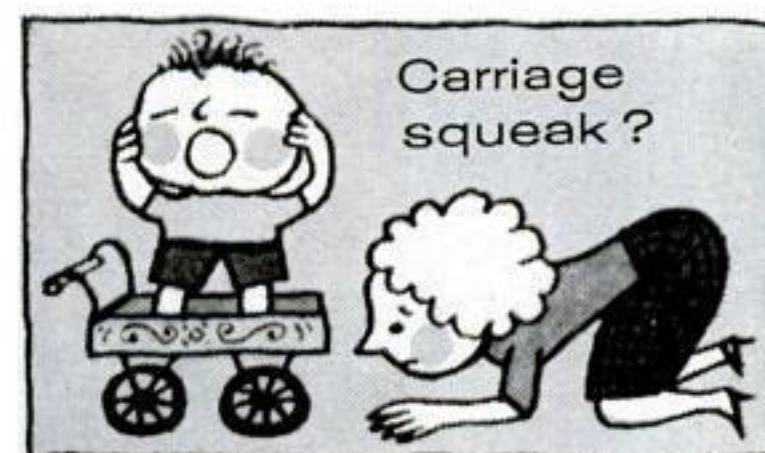
BURGESS VIBROCRRAFTERS INC.  
Grayslake, Illinois



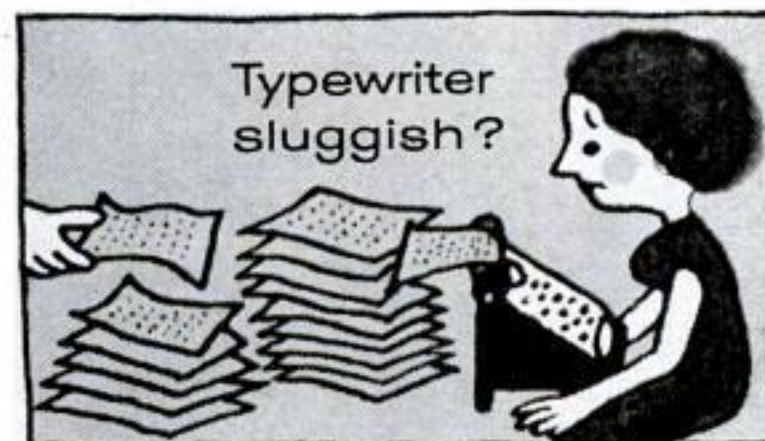
## FIX-IT TIPS with "3-in-One" oil



It'll swing easily and quietly with one application of "3-in-One" Electric Motor Oil. Perfect for all heavy-duty uses.



Quiet it down by oiling the wheels and springs with long-lasting "3-in-One" oil. Doesn't gum up. Keeps rust away.



Limber it up by putting "3-in-One" oil on the moving parts. Works into hard-to-get-at places. Highly refined, it's clean.



Stop it with "3-in-One"—the oil that contains a rust inhibitor. Overall oiling is extra easy with new Oil-Spray container!

## "3-IN-ONE"

is the one oil that does all three:

1. PENETRATES
2. LUBRICATES
3. PREVENTS RUST



You need all three: "Regular" for most household items; "Electric Motor Oil" for heavy-duty; new handy spray can for hard-to-get-at places.



# PROTEIN!

*Kellogg's* discovers  
a great new high-protein  
food in a delicious new  
ready-to-eat cereal form



The golden years are a time to be protein-wise. Ample protein is a key to good health. The kind in Special K is easy to eat, easy to digest.



The new Handi-Pak is handy to have around. Contains eight personal-portion packages individually wrapped. At your grocer's now.



Youngsters on the move need twice as much protein per pound of body weight as parents. Special K provides a healthy share of their daily needs. And they like it.

Breakfast is when most people need protein the most—and are least likely to get it. Realizing this, doctors, dieticians and nutritionists have welcomed Kellogg's Special K.

For here is a high-protein cereal. One that gives you more protein than any other leading cereal, hot or cold.

Chances are, you'll like the taste, too. Special K comes in a new form that's more than a flake, more than a puff. Millions eat it up every day.

Next time you're at your grocer's, help yourself to a healthy supply of Kellogg's Special K.

*Kellogg's* OF BATTLE CREEK





CRUISING ACROSS BERMUDA'S HAMILTON HARBOR FOR WATER SKI SESSION, PRINCESS SORAYA WEARS LOOK OF A WOMAN WHOSE THOUGHTS ARE FAR AWAY

# SORAYA IN SEARCH OF SOLACE

The former queen of Iran begins her new life with a busy holiday in Bermuda

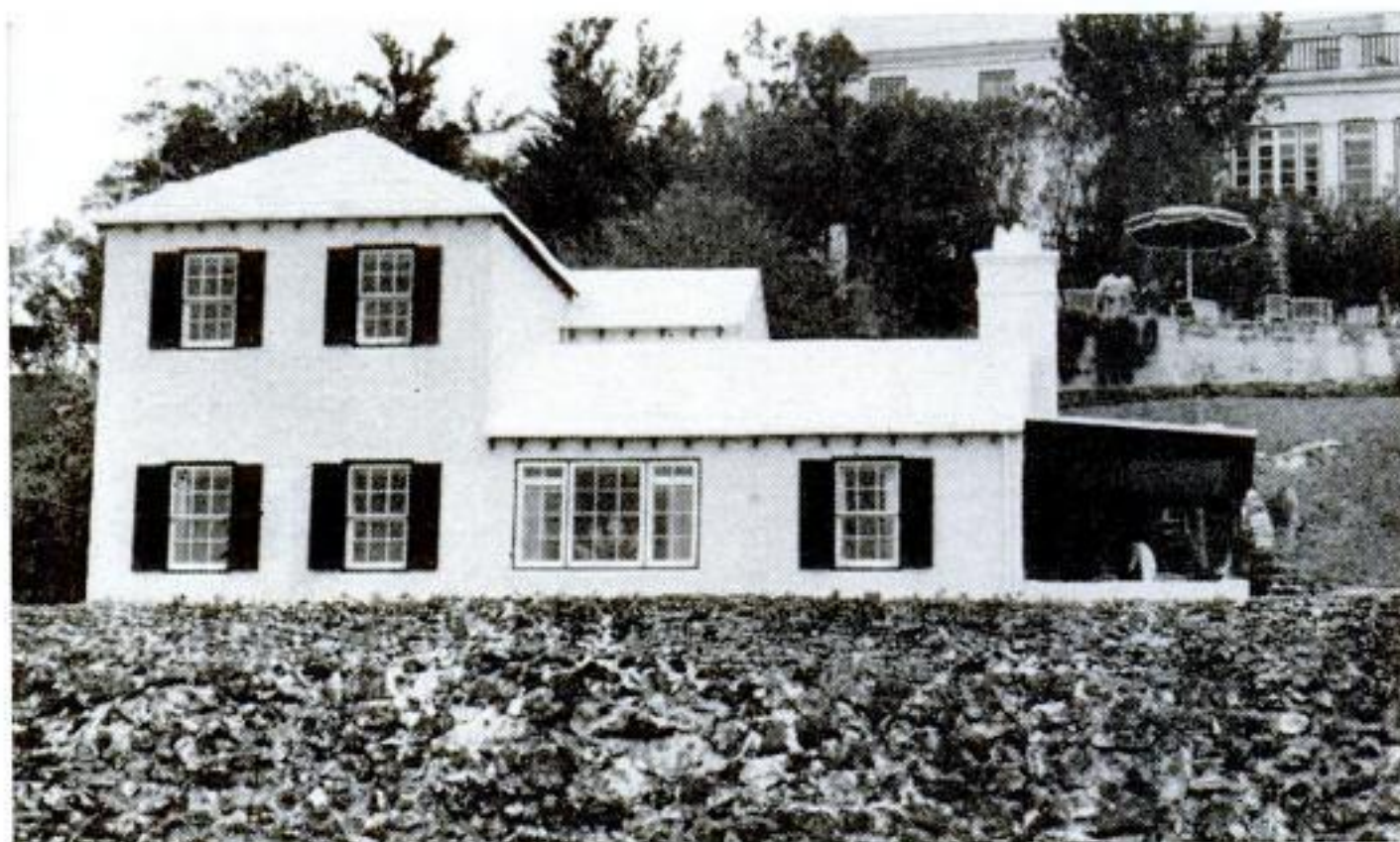
Squinting against the bright Bermuda sky, her hair tousled by wind and salt spray, Princess Soraya of Iran rode the choppy waters of Hamilton Harbor as she had ridden also the sharp crest of fate. Eight years ago she had been an Iranian commoner. Then suddenly she became and for seven years remained Queen of Iran, enjoying the splendors of royalty and the love of her devoted husband, the shah. Last week, at 25, she was a cast-off queen, divorced because she was unable to bear the shah an heir, now seeking solace and diversion in another world.

She had stayed briefly in New York before sailing to Bermuda with

her mother and her younger brother. Along with them on the journey went a LIFE reporter-photographer team who brought back this intimate portrait of a princess on her holiday.

Soraya is, by any standards, a remarkable woman, charming and unpretentious, fluent in four languages, a fine athlete (*next pages*). In Bermuda she kept to a busily casual schedule, yet amid eddies of attention she remained isolated—free but emotionally still tethered to a life neither she nor the shah had wished to abandon. "There are so many things I must think about," she said, "I don't know what I'm going to do."

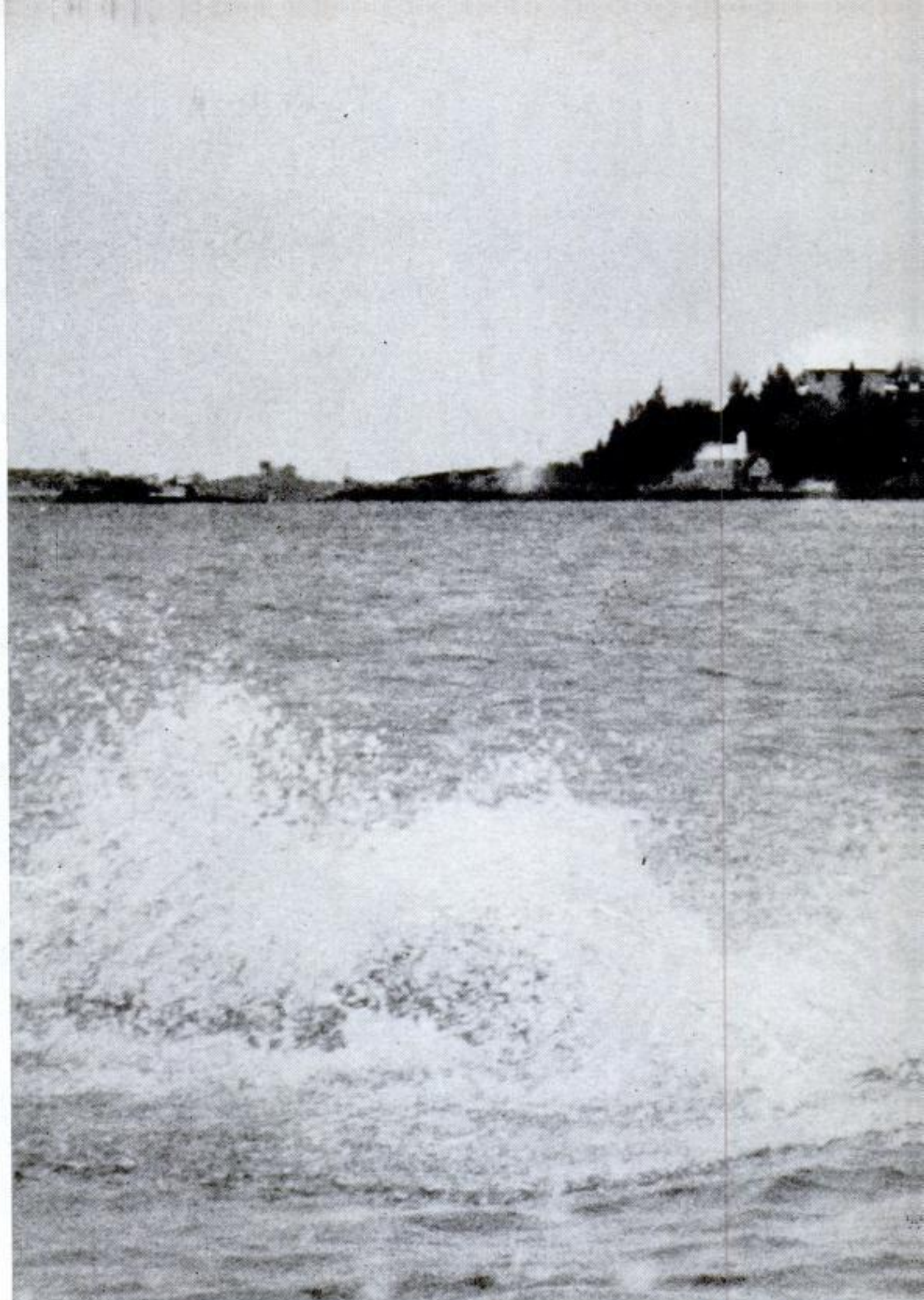




SORAYA'S GUEST COTTAGE ON HAMILTON HARBOR HAS THREE BEDROOMS

## AN ATTRACTIVE WOMAN IN A SHOW OF SKIING SKILL

Settled into a comfortable cottage (*above*) overlooking Hamilton Harbor, Soraya took up the traditional tourist pleasures. She slept late most mornings, then had a leisurely breakfast. She had learned to water ski while vacationing on the Caspian Sea five years ago and she now went at it again with a graceful skill professionals could—and did—applaud. She swam, sunbathed on the pink sand, watched yacht races and took tea at the posh Coral Beach and Tennis Club. Usually, even when she went nightclubbing, her only companions were her mother Eva and her brother Bijan, who will enter the Colorado School of Mines this summer. The princess went through her activities with an air of preoccupation. But one day she went fishing as the guest of an avuncular American, and for almost the first time (*p. 122*) she showed flashes of pleased animation.



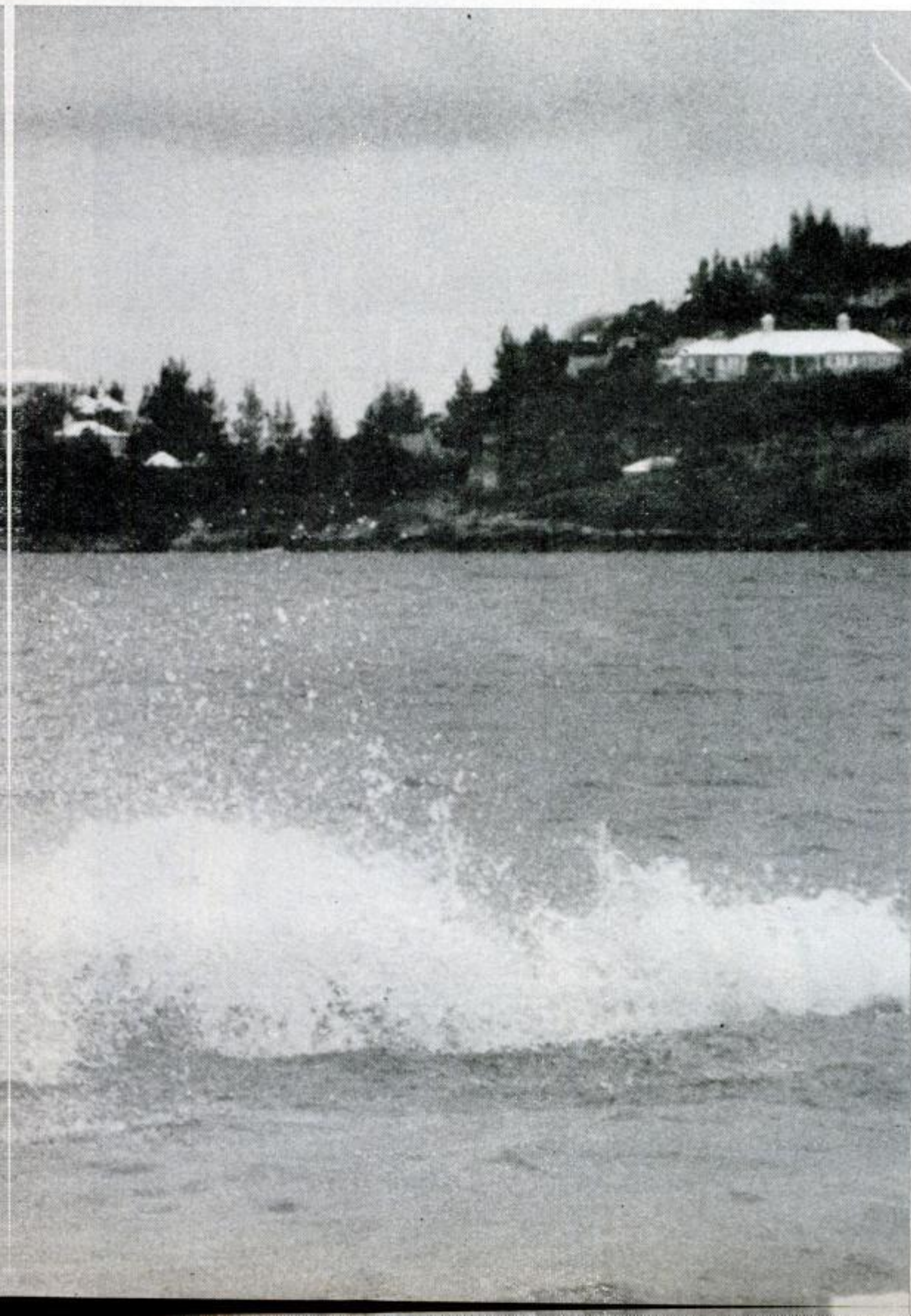
TRAVELING 20 MILES AN HOUR, SORAYA BALANCES (ABOVE AND BELOW) ON







A SINGLE SLALOM SKI, MORE DIFFICULT THAN USUAL PAIR OF SKIS, IN SPRAYS OF FOAM SHE CUTS ACROSS THE BOAT'S WAKE DURING HER THREE-MILE RUN



TRYING A MOTORBIKE under the watchful eye of 20-year-old brother Bijan, the princess tootles along outside Coral Beach and Tennis Club in late afternoon.





SORAYA CONTINUED

## ON THE TRIP TO BERMUDA: ALONE AMID THE CROWDS



LEAVING NEW YORK on the *Queen of Bermuda*, Soraya and her brother Bijan lean on the railing watching the water as the skyline drops away in distance.



CENTER OF ATTENTION as they arrive in Bermuda, Soraya and mother drive through the crowd of spectators at dockside on their way to their cottage.

REGAL ONLOOKER, Soraya, who in some attitudes bears an amazing resemblance to Ava Gardner, watches games in the ship's ballroom on the voyage.

SORAYA AND HER MOTHER (LEFT) ARE GUESTS AT THE TABLE OF CAPTAIN LESLIE BANYARD, WHO DIED SUDDENLY THE DAY AFTER SHIP REACHED BERMUDA



CONTINUED



# Posture is a plus you can get from sleeping!



**You tend to slump;** you feel older, *look* older, when you sleep on a mattress you *sink into*. It doesn't relax the daytime-strained muscles of your back. So they grow wearier, weaker, often ache in the morning.



## Here's why you get this benefit from a blessedly comfortable Posturepedic

The muscles of your back must work 16 hours a day to hold you up.

Unless they can relax, regain their tone *at night*, your posture suffers. You sag a bit more every day; you feel older and look older.

A mattress that sinks under your weight holds your body as in a hammock — your head and feet high but your *backbone bent*.

Your posture muscles grow wearier, weaker every day!

The Sealy Posturepedic Mattress overcomes this threat to your attractiveness and good health. It was designed in cooperation with leading orthopedic surgeons to give buoyant but healthfully firm support. Firm, deep-spring support...not bedboard hardness. And it's smooth; has no buttons; no bumps!

Start sleeping for comfort...and get better posture as a plus. Get a Sealy Posturepedic! \$79.50 *always*; matching foundation, \$79.50.



**Look better, feel better!** You *naturally* will when you sleep on a Sealy Posturepedic. Every night your body is aligned, back muscles relax and regain their tone. You sleep in relaxing comfort. Better posture is a plus!



© Sealy, Inc., 1958

**Sealy**  
**POSTUREPEDIC®**  
**MATTRESS**



Remember...  
**NO MORNING BACKACHE**  
from a too-soft mattress



SORAYA CONTINUED

## PLEASURE ON DEEP-SEA FISHING TRIP



**GOING FISHING**, Soraya gets briefing from her host, New Jersey Luggage Maker Theodore Cart.

**GETTING INSTRUCTIONS** on gear, princess → watches Captain Milton Pitman demonstrate reel.



FOR A MOMENT RELAXED AND DELIGHTED, SORAYA SMILES AND REELS IN LINE UNDER HOST CART'S PLEASED GAZE. SHE CAUGHT TWO FISH IN FOUR HOURS







For Almost a Century Longines Watches Have Graced the Activities of Women of Fashion on Five Continents

# LONGINES

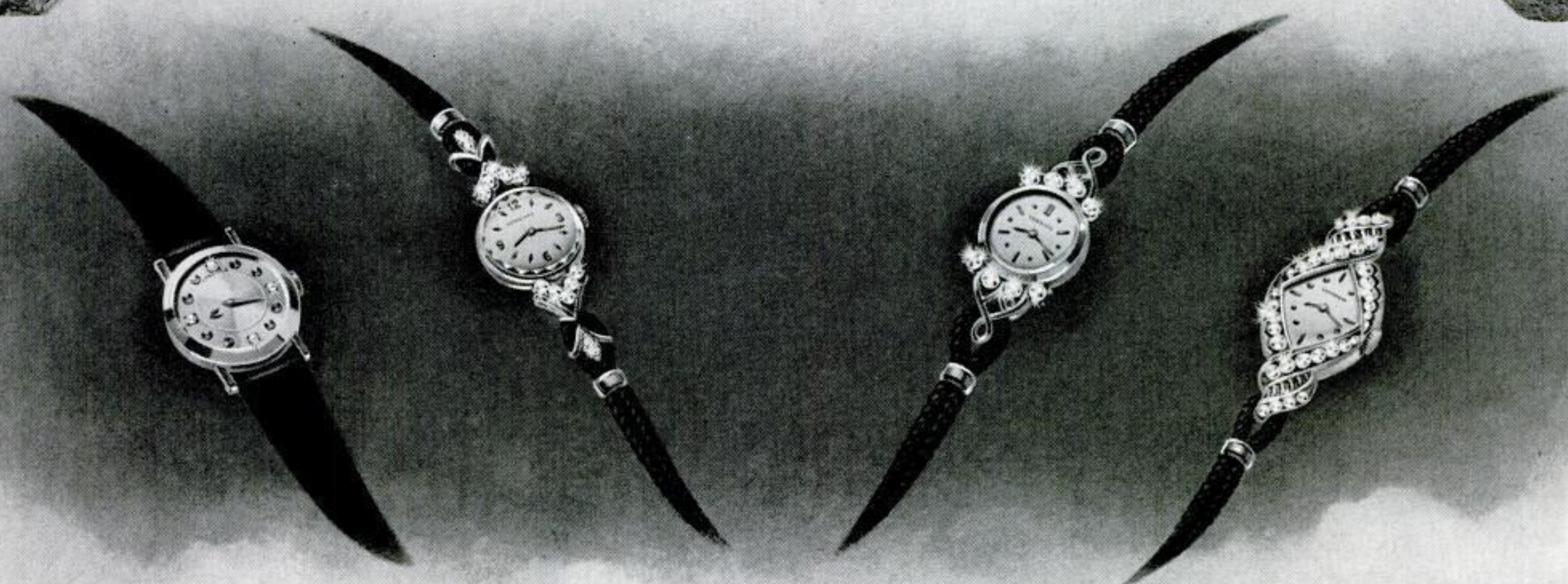
THE WORLD'S *Most Honored* WATCH

*Ten World's Fair Grand Prizes • 28 Gold Medal Awards*

HIGHEST HONORS FOR ACCURACY FROM GOVERNMENT OBSERVATORIES

*Official Watch For Timing Championship Sports The World Over*

THE FIRST WATCH OF AVIATION, EXPLORATION AND SCIENCE



YOU WILL TREASURE YOUR LONGINES DIAMOND WATCH FOR A LIFETIME

Our new collection of Longines diamond watches is the finest in the world. Exclusive, infinitely varied in style, these superb cases are hand-finished by master jewelers; diamonds are individually matched for color and brilliancy; movements are traditionally Longines—the world's standard of quality. Mechanical innovations include the smallest of round

watches, with concealed winding stems. ⌚ The prestige of Longines watches is the culmination of a century-old partnership between art and science, beauty and utility, excellence and elegance. In all qualities by which a fine watch may be judged, Longines watches have won highest honors. Your Longines-Wittnauer Jeweler will be *honored* to serve you.

*From the new Longines collection—left to right: Diamond Concerto—with mystery golden hour-arrow, 4-diamond dial, \$150; Starlight Sonata—14 dia-*

*monds, \$295; Starlight Fantasy—the smallest round watch, 8 diamonds, \$275; Starlight Splendor—30 diamonds, \$395. All in magnificent 14K gold cases.*

*Longines-Wittnauer Watch Company*  
SINCE 1866 MAKER OF WATCHES OF THE HIGHEST CHARACTER



# THE MISSILE-ERA RACE TO CHART THE EARTH



AS AN ASSOCIATE MAKES NOTES IN A FLASHLIT BOOK, A U.S. ARMY GEODESIST TOILS AT NIGHT ON A STEEL TOWER HIGH ABOVE AN AFRICAN PLAIN WHERE WILD

In remote and desolate places, U.S. scientists work on a project vital in modern war—finding the exact size and shape of the world

by JOHN DILLE

**E**ACH night as darkness fell over Africa, the Americans came quietly out of their tents and resumed their eccentric behavior. Clambering up into the 100-foot steel towers they had erected some 15 miles apart, they flashed mysterious signals back and forth to each other from tower to tower. Sometimes when the lights were blacked out by ground fog or by smoke from brush fires, the Americans roosted in their towers all night waiting for a chance to work their lights the moment the air cleared.

When they seemed satisfied that they had done enough signaling, they dismantled

their towers, moved them a few miles, put them up and started flashing lights again.

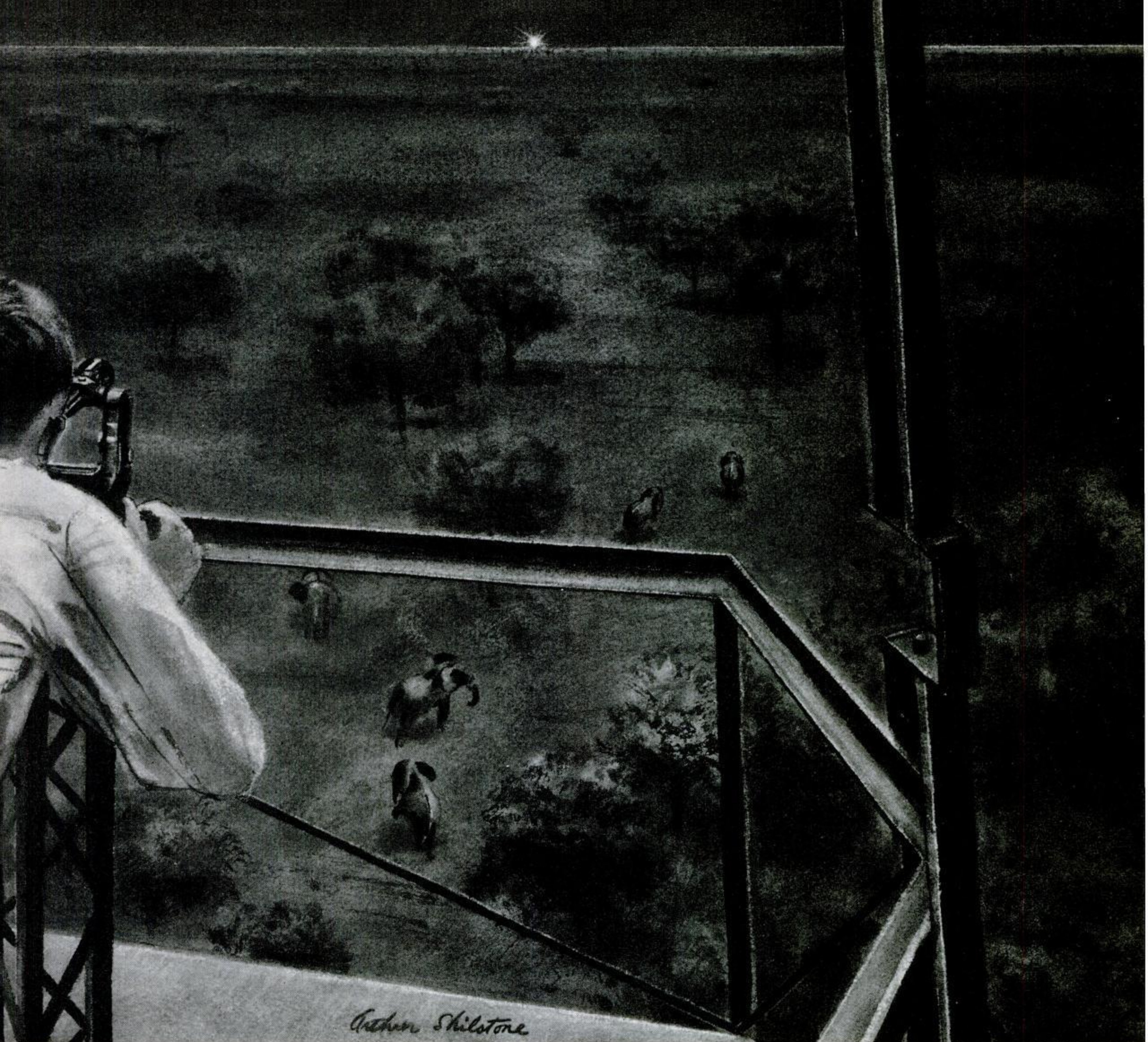
The hyenas snarled, the baboons screeched and leopards sneaked into the Americans' camp to steal their drinking water. For 14 months the Americans slowly worked their way across a desolate 600-mile stretch of Africa. Naked tribesmen, some of whom were well paid to help put up the towers and take them down again, wondered whether the white men were out of their minds.

The visitors were not crazy. They were engaged in a project which, among other things, might make the difference to the

U.S. between victory and defeat in a future war. The Americans were geodesists. A geodesist is a kind of mapmaker whose task it is to determine the exact size and shape of the earth and to measure precise distances over the earth's curved surface. Because of the nature of modern weapons and modern missile warfare the geodesist today finds himself—somewhat uncomfortably—in a role that is vital to U.S. safety.

Though men have explored and sailed over the globe for centuries and have for decades traversed almost every segment of it by plane, the world still looks to the





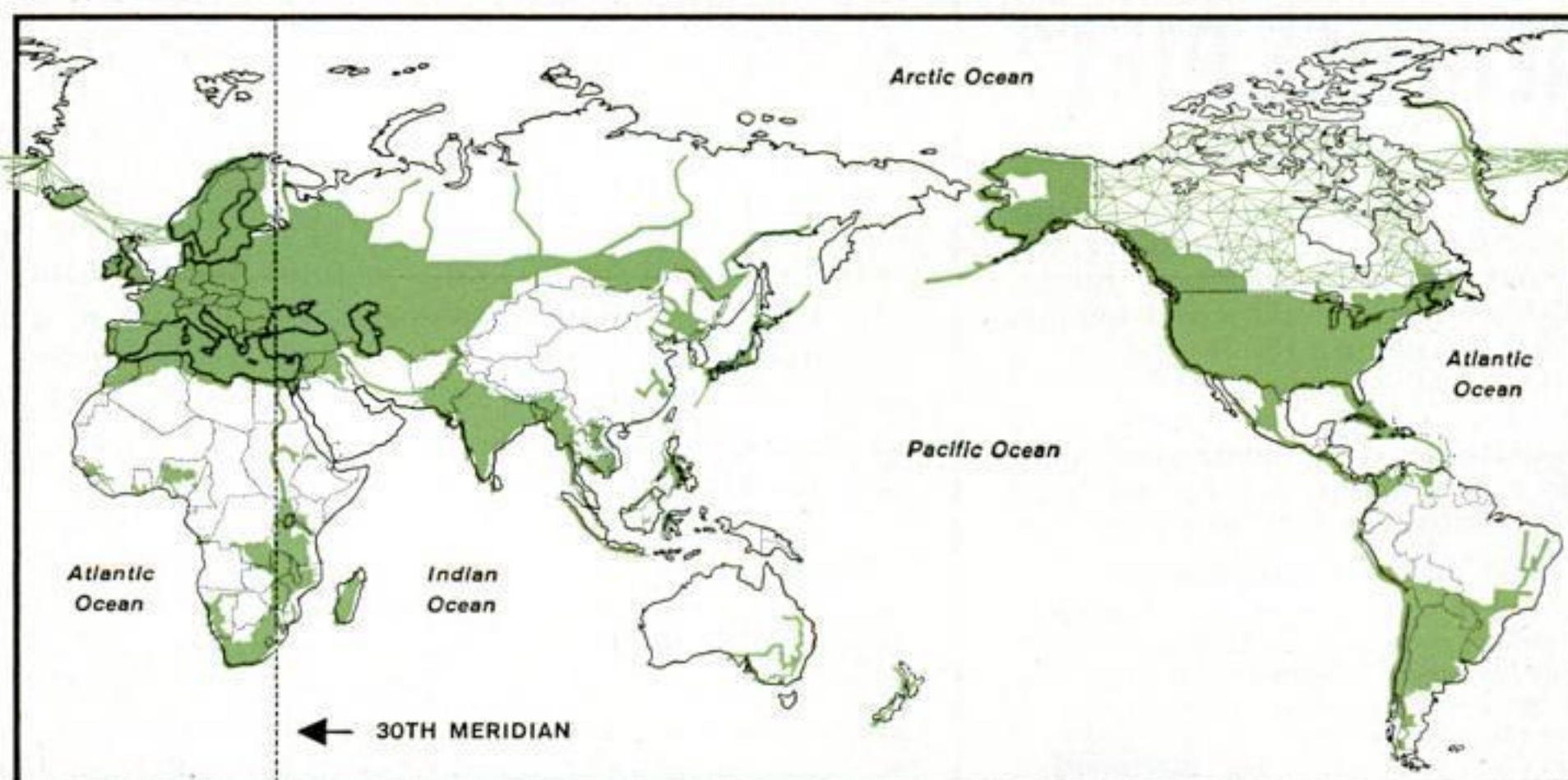
*Arthur Shilstone*

ELEPHANTS ROAM. PEERING THROUGH HIS THEODOLITE, GEODESIST TAKES A SIGHTING ON LIGHT BEING FLASHED TO HIM FROM ANOTHER TOWER MILES AWAY

geodesist like a huge, unfinished jigsaw puzzle. Many pieces have not yet been fitted into the total picture (see map right). Take Australia, for instance. By sailing around it and making use of other elementary methods, men have learned its approximate size and shape. But they cannot be sure just how it fits into the global puzzle, for they do not know beyond any doubting just how wide it is, or how far it is from New Guinea, or how far Melbourne is from Miami, Bombay or any place else.

#### How wide is Africa?

THE continent of Africa presents a similar problem. Its total length has now been determined, but its exact width has yet to be measured scientifically. The Antarctic is even more puzzling. The geodesists are not sure how much of its icy surface is actually



**KNOWN AND UNKNOWN WORLD** is shown on map. Only areas in green have been measured by geodesists. Crisscrossing lines indicate less detailed surveys or ones linking two known areas separated

by ocean. Dotted line is 30th meridian along which U.S. geodesists made African survey. U.S. does not have access to recent data on Iron Curtain countries but knows much of the area has been surveyed.

CONTINUED





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"MILLION DOLLAR"  
**GRIFFIN**  
MICROSHEEN  
SHINE



**FREE**  
SHINE CLOTH  
NOW IN EVERY CARTON  
STILL  
ONLY **25¢**

Better than aspirin  
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## TENSE NERVOUS HEADACHES



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**TAKING A SQUINT** through a theodolite, two Bedouin Arabs stop to visit a U.S. Army geodetic team which was surveying the Libya-Tunisia area in 1957.

## MAPPING THE EARTH CONTINUED

land and they do not know to their satisfaction how far Little America is from anywhere else on the earth.

The geodesists at work during the African night were filling in a hitherto missing piece of the global puzzle. As members of the U.S. Army Map Service working with the full cooperation of the local governments, they were finding out just how far it is from the village of Kibuku in the Belgian Congo to the village of Abu Qarn due north in the Sudan. The towers enabled them to get high enough to flash lights over long stretches of the African terrain. From one tower a precise surveying instrument called a theodolite focused on lights from three or more other towers and measured the angles between them. By measuring the angles over and over again they were able to average out the errors and learn incontestably the distance between the two African villages. And now they know. From Kibuku to Abu Qarn is 646.2 miles.

It is reasonable to ask why the U.S. Army could possibly care about the distance between these two places. The answer is that this remote stretch of land, which lies along the 30th meridian (one of the north-south lines on maps of the world) was the only over-land section of that meridian which had never before been accurately measured. For 50 years the terrain had challenged both explorers and geodesists. British explorers who knew the region had warned the Americans that the job might take as long as 10 years to complete. But the U.S. geodesists could not wait that long. They had urgent reasons for completing the measurement as soon as possible. They knew that a fully measured meridian serves as an excellent yardstick for measuring the size of the earth as a whole. They also knew that the 30th meridian, which traverses an especially large amount of land between the tip of Norway and the tip of South Africa, was one of the best yardsticks available—provided the African gap could be closed—for determining exactly how big the earth is.

### A perplexing measurement

**I**N theory, everybody already knows the size of the earth. Every grade school student knows that the circumference at the equator is about 25,000 miles. High school students learn a more precise figure: it is a bit less than 25,000, about 24,900. Advanced students of geography know that the earth's circumference is not even that round a figure but something like 24,902 miles. The geodesist must be even more precise. By taking into account new information like that gained in Africa U.S. geodesists now estimate the earth's circumference to be 24,901.9 miles around the equator. This figure, which is still subject to correction, is .46 mile less than they used to think it was.

A difference of less than half a mile in a 25,000-mile circumference may not seem like much to worry about. This, however, is just the kind of geodetic fact which may win or lose a war. Wars are fought with maps. Troops are deployed, shells are fired and planes are flown according to information provided by maps. But though a U.S. commander may know exactly where he is situated on a map of the U.S., and though he may also know exactly where the enemy is on a map of the enemy country, he may not know the exact distance between. Militarily it does little good to know exactly where Moscow and New York are on the maps without also knowing exactly how far one is from the other. Yet this is the kind of information about the

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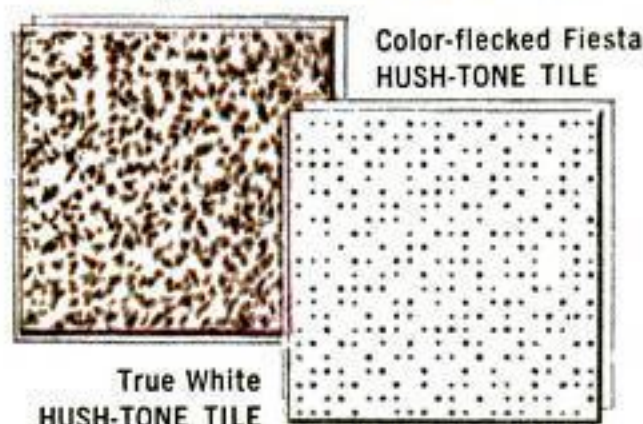
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Sam spent the rest of his life working for Texas. He was its president twice. And when Texas became one of the United States, he went to Washington as senator. Whenever he thought Texas needed him he'd come running. The last time was when they made him governor.

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Sam Houston! Sam Houston! Still no answer.

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These words cost him a lot. He was put out of office. He was called coward and traitor. But Sam had a dream—a dream even bigger than his beloved Texas. He could see a nation *united*, growing stronger and finer than any the world had ever known. And Sam was willing to give up everything—to do the one thing that seemed right to him.

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## MAPPING THE EARTH CONTINUED

earth which has been lacking, and the only way to get it is to measure precisely the total size and shape of the earth.

The problem is serious enough when it is viewed, as the geodesists themselves prefer to view it, from a purely peaceful standpoint. "It's ridiculous," one American geodesist said, "not to know in 1958 exactly what the distance is from New York to Moscow or Mandalay or anywhere else." Our military men are even more concerned than the scientists are, and for a different reason. With 5,000-mile missiles about to be added to their arsenal of deterrent weapons, they must know exactly where on earth they might have to aim them. "Almost exactly" is not good enough.

An ICBM like Atlas, with an operational range of more than 5,000 miles, will have no pilot anywhere near it to guide it across the ocean and to make final corrections in its course on the way to the target. The piloting instructions must be pre-set in the missile's guidance system before it is launched. The actual distance traversed by the missile, furthermore, is controlled by the amount of fuel placed in its tanks. The amount must be exact. In order to measure it out, missilemen must know not only the exact distance along the earth's surface over which the weapon is to be fired but also the exact shape of that section. Since the earth is not a true sphere but is slightly flatter at the poles and slightly more bulged out around the equator, the force of gravity differs from one place to another. Since this force will tug away at the missile as it soars along through space, the missilemen must compensate for it carefully in order to get the missile to its target. To do this they must know what the gravity force will be over any given area that the missile passes over. Only the geodesist can provide such detailed information about the earth.

Centuries before Columbus, mathematicians who were forerunners of today's geodesists had determined by various clever experiments that the earth was round. But they had trouble computing its size and their theories were not generally accepted. When Columbus set sail, his maps showed the world to be about three quarters as big as it really is. The result was his discovery of "India" some 15,000 miles east of where it really is. Many early charts and maps were sketched by explorers who determined the distance between points in terms of how many days it took a camel caravan or a sailing ship to make the trip. A storm or a strong cross-current or a sick camel could throw off their calculations considerably. As long as man's measurements were confined to the earth he had no way of getting an accurate perspective on its over-all shape or of measuring its over-all dimensions.

### Astronomy to the rescue

THEN modern techniques of astronomy came to geodesy's rescue. By using the known positions of the major stars at any given moment as an accurate chart, the astronomers could move about on the face of the earth and relate places on it to each other by relating them first to the stars overhead. If, for example, the star Vega stood directly overhead at Point A, and the star Polaris stood directly overhead at Point B at precisely the same instant, then A and B were 51.58° apart and their positions on earth could be fixed approximately, along with the distance between them. This degree of exactness has been possible on a large scale only since the advent of the telegraph and radio, which enabled the astronomers to receive the precise time signals they needed to synchronize their observations.

The variations in the effect of gravity throughout the world make such calculations too rudimentary, however, and the geodesists have needed many other tools besides astronomy. Some geodesists liken the earth's shape to that of a slightly squashed and battered orange. The variations in gravity due to materials within this irregular shape play havoc with astronomic and surveying instruments. These must be made level before they can be used to compute precise angles and positions along the earth's surface. But a big mountain or a deep hole in the ocean near any spot which is being plotted will cause a radical variation in the force of gravity at that spot. This, in turn, will throw the instruments off level and cause errors in the calculations.

Serious deficiencies have also cropped up in the old-fashioned surveying method which uses transit and tape. The transit, through which the surveyor sights to line up his measuring stake, is dependent for its image on light rays, as is any optical instrument. But geodesists know that rays of sunlight play tricks. In extreme conditions they cause mirages and even in normal circumstances they bend—up and down and sometimes even sideways. One familiar phenomenon caused by normal refraction or bending of light is the setting sun. When the sun appears to be



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CONTINUED





**GEOID OF NORTH AMERICA**, three-dimensional model illustrating variations in gravity, is examined by Dr. John O'Keefe of the Army Map Service.

## MAPPING THE EARTH CONTINUED

sinking slowly over the horizon it has actually long since disappeared. Trying to survey accurately over long distances with bending light rays is about as difficult, says one geodesist, "as trying to measure the distance between the eyes of a horsefly four miles away with the curving end of a willow branch."

The geodesist has found some ingenious solutions to these problems. By measuring gravity at regular intervals across the earth, he can compensate for the errors caused by the gravity deflection of a big mountain or a deep ocean hole. By taking readings on the stars, he can confirm his exact starting point on earth before measuring out a distance. By working at night with artificial light and theodolites, as was done in Africa, he can minimize the irresponsible behavior of bending sunlight. Recently the geodesists have been experimenting with a device which they hope will even make night work unnecessary. Called a tellurometer, it measures distance by bouncing radio beams between two points. Its inventors say it will even work through a dense fog.

But the most surprising solution which the geodesists have found to the problem of mapping the earth is simply to ignore the earth as it is. They have learned to distrust its outward physical look and to devise a theoretical world of their own devoid of all natural wonders. No lofty mountains, no breathtaking canyons, no majestic rivers mar their detached geodetic view. They have converted all these ups and downs into a pair of complicated scientific concepts which they have named the geoid and the ellipsoid.

Compared to the ellipsoid, the geoid is easy to understand, although that is not saying very much. The geoid exists in the geodesist's imagination as a globe which bears only a partial resemblance to the earth as we know it. Its surface represents the mean level of the sea. On it are ridges and depressions which represent not mountains and valleys but the force of gravity, whose effects are mysterious and complicated. Sometimes at a point on the earth where a mountain towers, the force of gravity is greater than at sea level and the geoid's surface is raised at this point. But in some cases, depending on the composition of the earth's crust, the force of gravity is diminished on a mountain and it shows as a slight dip in the geoid. Similarly, a canyon in the ocean floor may appear on the geoid as a slight bump.

This makes for an odd-looking globe. But the geoid serves as an abstract model of the earth with all the outer frills removed. The geodesist refers all measurements of height and distance not to the natural earth but to this geoid. On it he establishes what are called geodetic control points, locations he has pinned down on the geoid by every trick at his command and then transferred to his maps as a guide for plotting all other locations and computing all distances from it.

The ellipsoid is even more abstract, and there is some suspicion in nongeodetic circles that the geodesists have made up the whole thing as a kind of esoteric password to keep everyone else from understanding what they are doing. Essentially an ellipsoid is a complicated mathematical equation for computing the earth's size and shape. Although geodesists must deal with astronomy, geography, physics and geology in their calculations, primarily they are mathematicians and must, like all mathematicians, reduce all their findings—including the geoid—to abstract formulas which

CONTINUED

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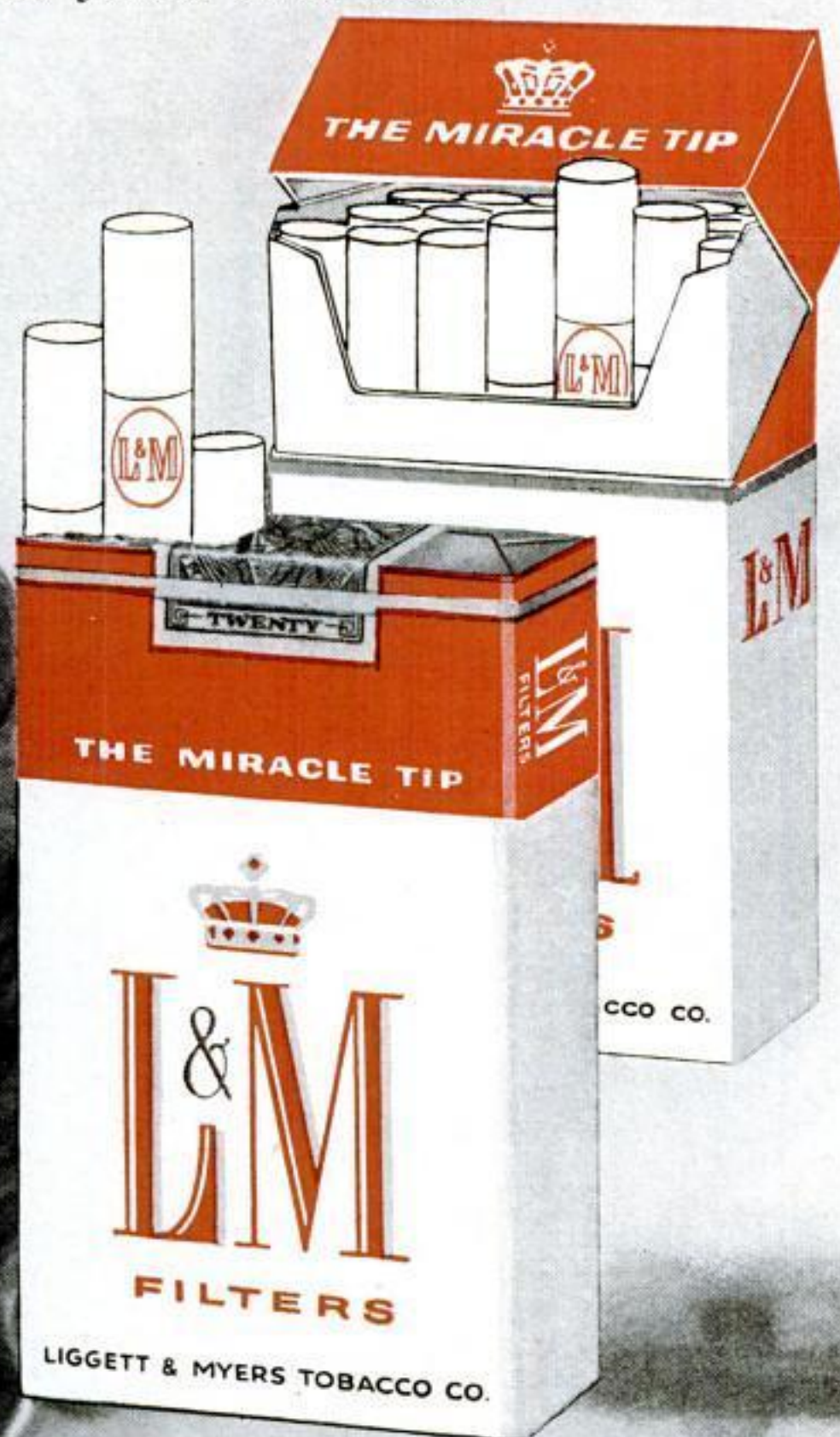
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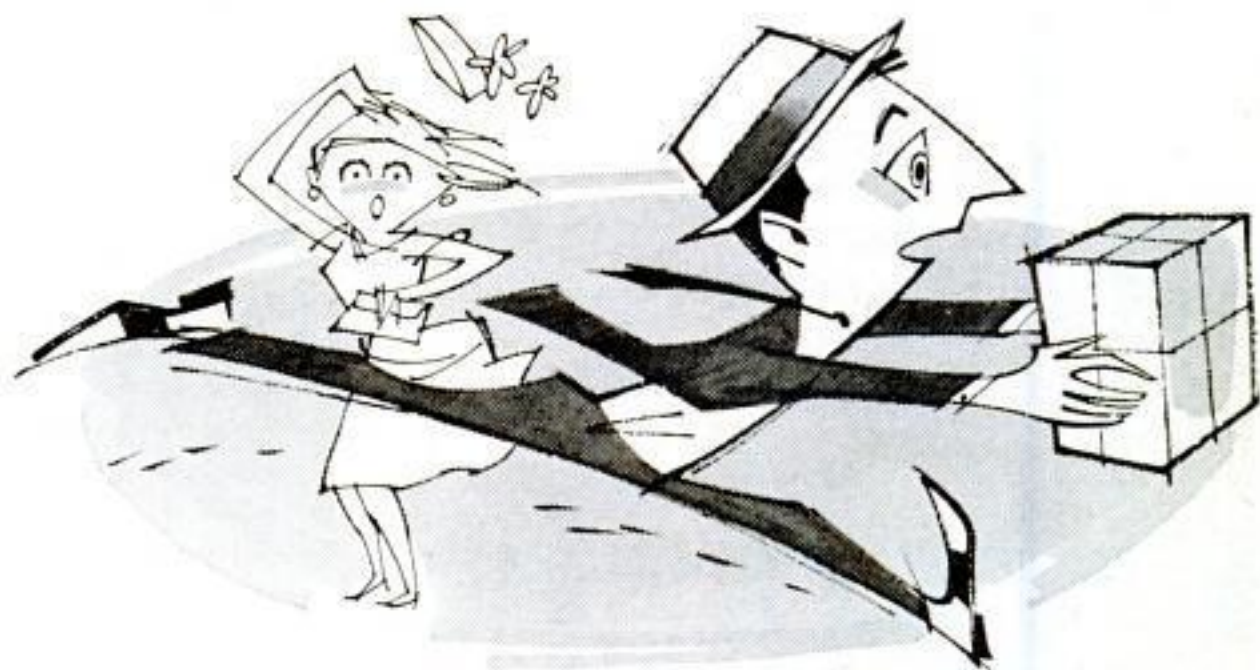


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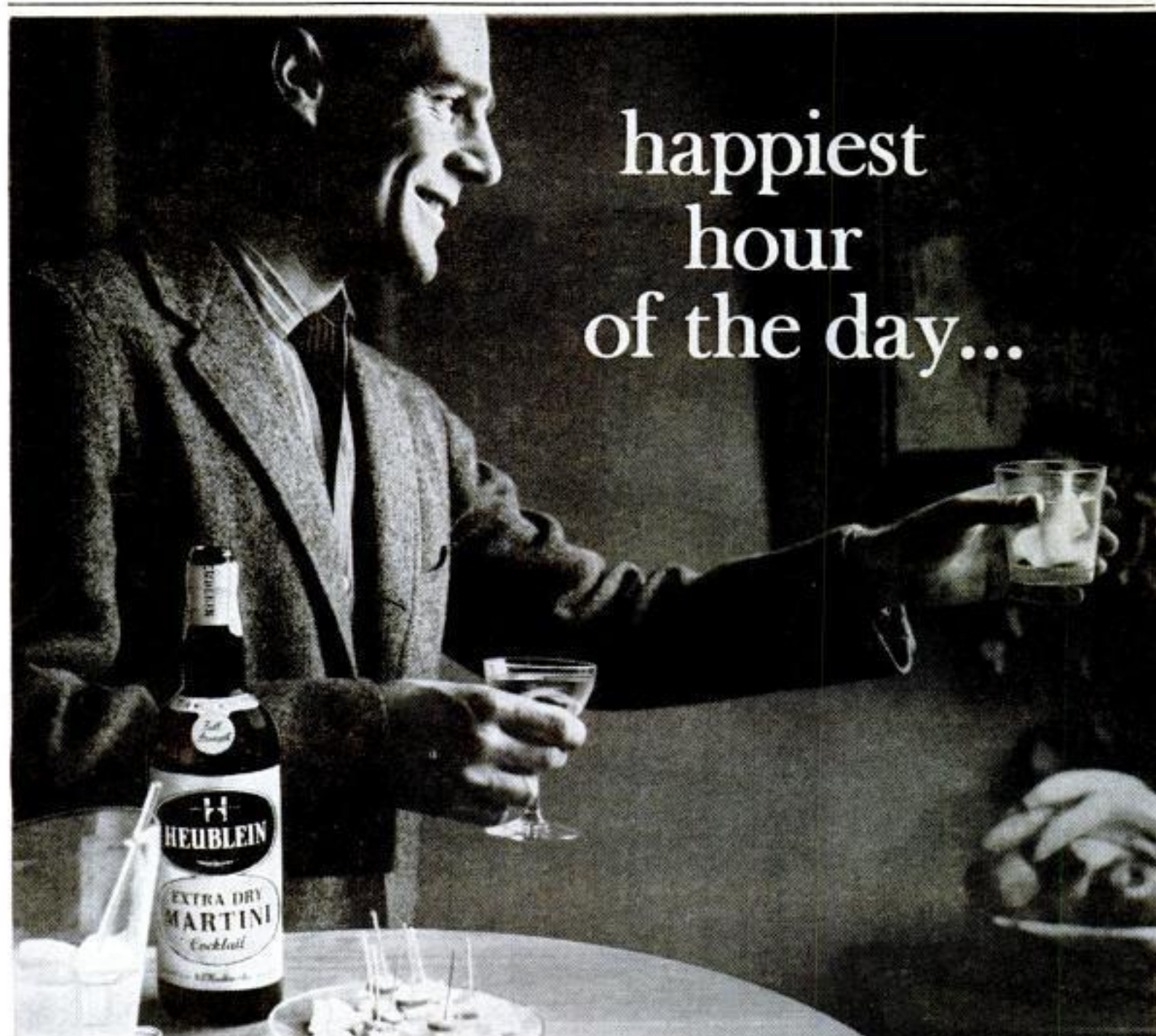
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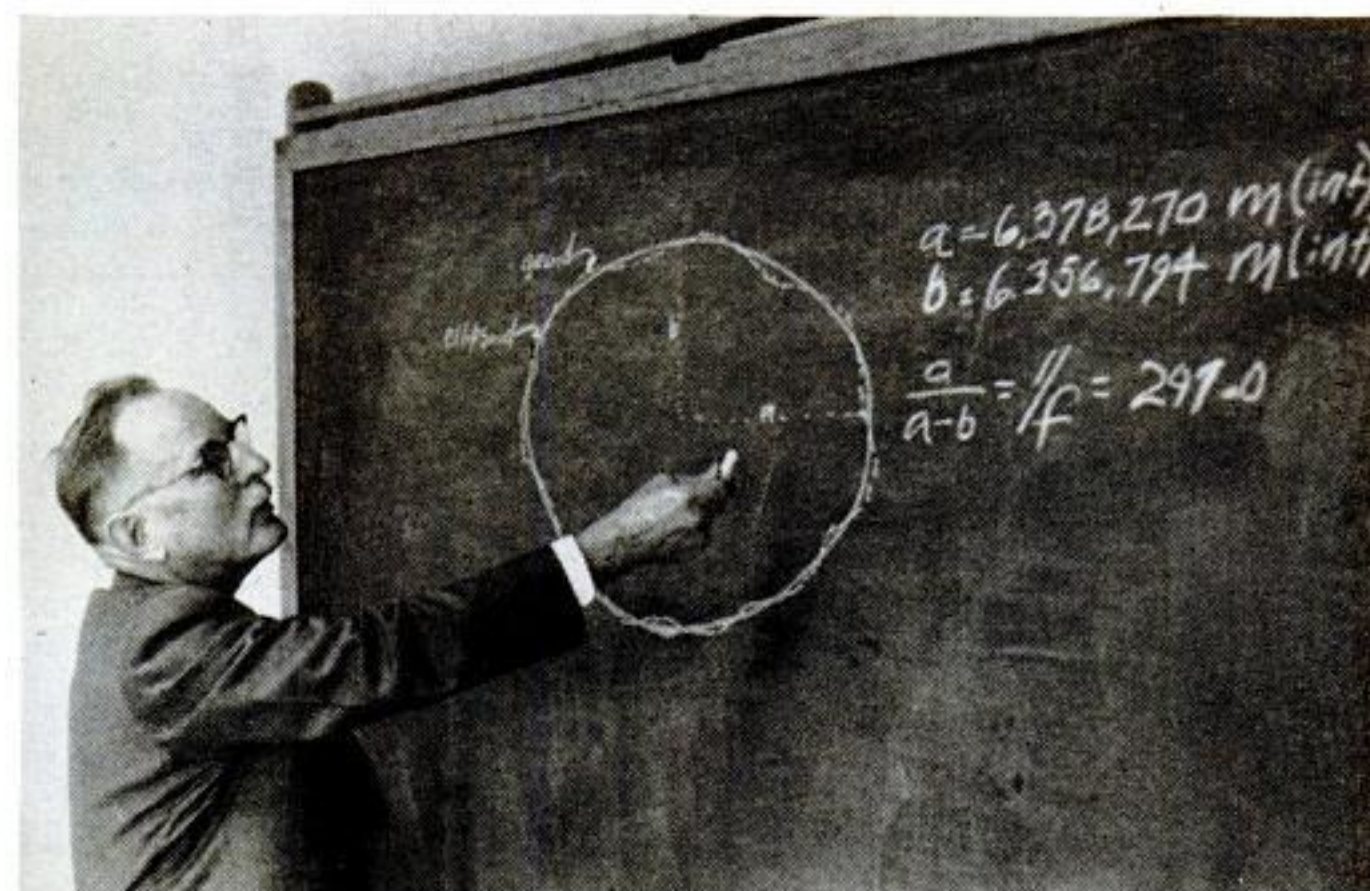
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**DEMONSTRATING HIS ELLIPSOID**, which is expressed by equation on board, Geodesist Floyd Hough computes the relationship between the distance from the center of the earth to the equator ("a") and the distance from the center to the poles ("b") to determine the degree to which the earth flattens toward the poles. The solid circle represents the earth's assumed shape as revealed by the ellipsoid. The dotted line represents the geoid, which follows an irregular path depending on changing pull of gravity over the earth's surface.

### MAPPING THE EARTH CONTINUED

can be tinkered with on big electronic computers. There are several ellipsoids in existence. Until recently the U.S. geodesists have been using an ellipsoid which was conceived by a man named Hayford back in 1909. The English and French and Russians all have their own individual ellipsoids, all based on local theories and all subject to change as new measurements are pinned down. In the current race to map the earth geodesists are anxiously trying to find out who has the best ellipsoid, the one which most accurately expresses the earth in pure mathematical terms.

Despite his use of abstract theory, the geodesist is no mere laboratory paper-shuffler. Sometimes he must also, as in Africa, be an experienced explorer. Most of the great uncharted areas of earth, in Africa and Australia and near the poles, are in this category precisely because they are so remote, and even dangerous, that they have never been adequately explored.

The geodesist must often be a man of action too. The U.S. found this out in World War II when its Army fought for months along the French-German border. Two-thirds of its long-range artillery targets were so far over the horizon and behind the German lines that there was no way to observe where the shells were landing. The artillery commanders had to plot gun positions and the target on a map, compute the distance between the two points and aim the guns at this range. If the maps had pinpoint accuracy the shells should, in theory, hit the target. But many shells went astray simply because some of the Army's maps were not sufficiently accurate. Perfectly good maps showing U.S. gun positions in France, for example, did not jibe with maps showing the enemy targets in Germany. The U.S. Army lacked the most vital information needed to correct the maps: geodetic control points in Germany which could be matched up with control points on the maps of France. The Germans had done the necessary surveying work, but the information was classified and was not on any of the maps that the U.S. Army could lay its hands on.

The Army sent out a call for its geodesists. One of them, a scholarly major of engineers named Floyd Hough, who had served as a U.S. government and oil company geodesist for 20 years, organized a small group of experts, scrounged some Army vehicles, and went up to the front. Following the U.S. infantry into city after city, often under enemy fire, the Hough team swooped down on German universities and institutes, scooped up all the maps and geodetic survey information in sight, converted them quickly to the U.S. military map system and handed their findings to the artillerymen. The gunners' aim improved immediately.

### A cloak and dagger coup

**I**N the spring of 1945 Hough, who was still on the lookout for captured German data, performed a second map miracle which some of his fellow scientists later acclaimed the greatest coup in the history of geodesy. Scouting around Germany in cloak and dagger fashion, Hough heard about a huge cache of military maps

CONTINUED





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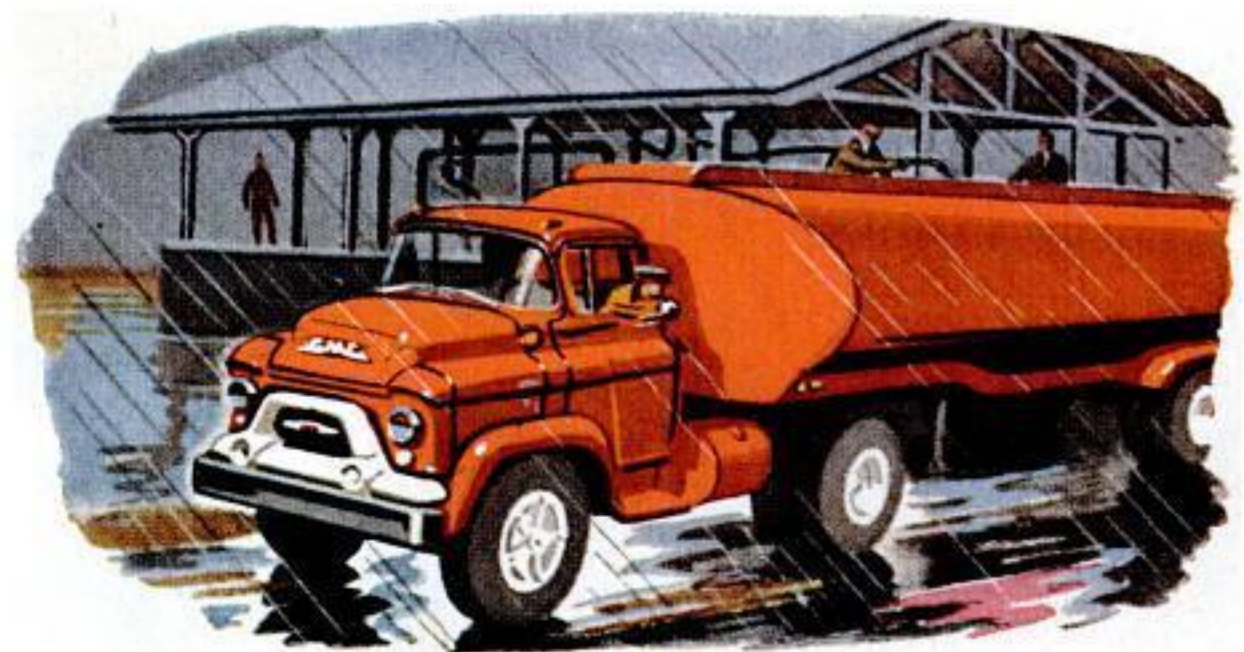




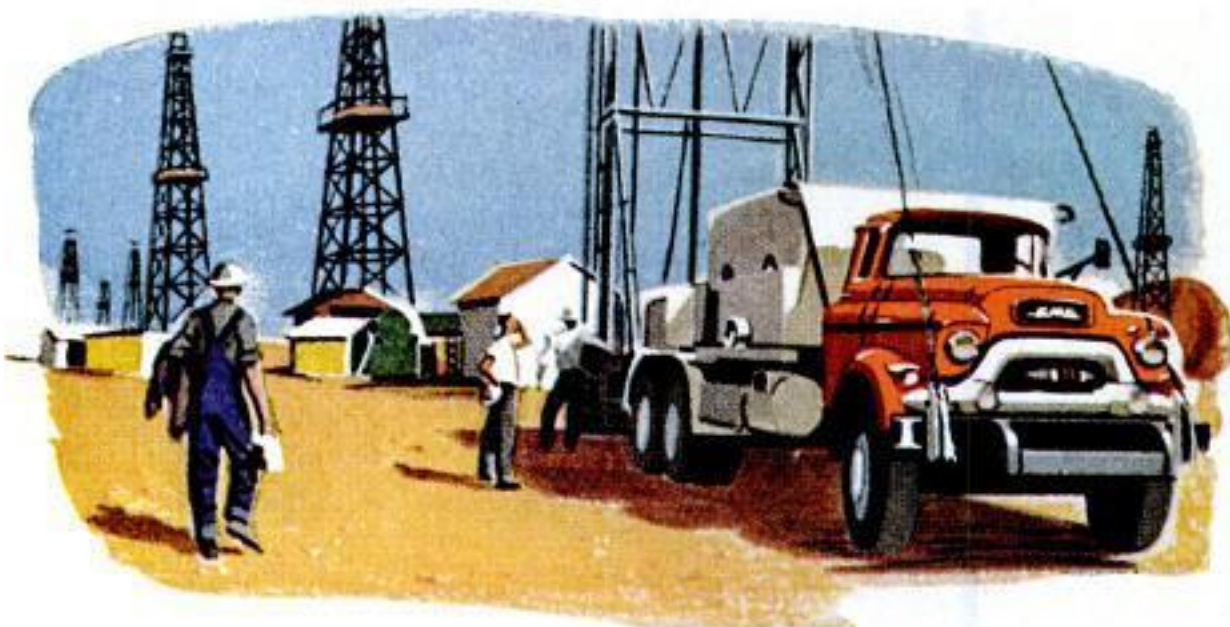
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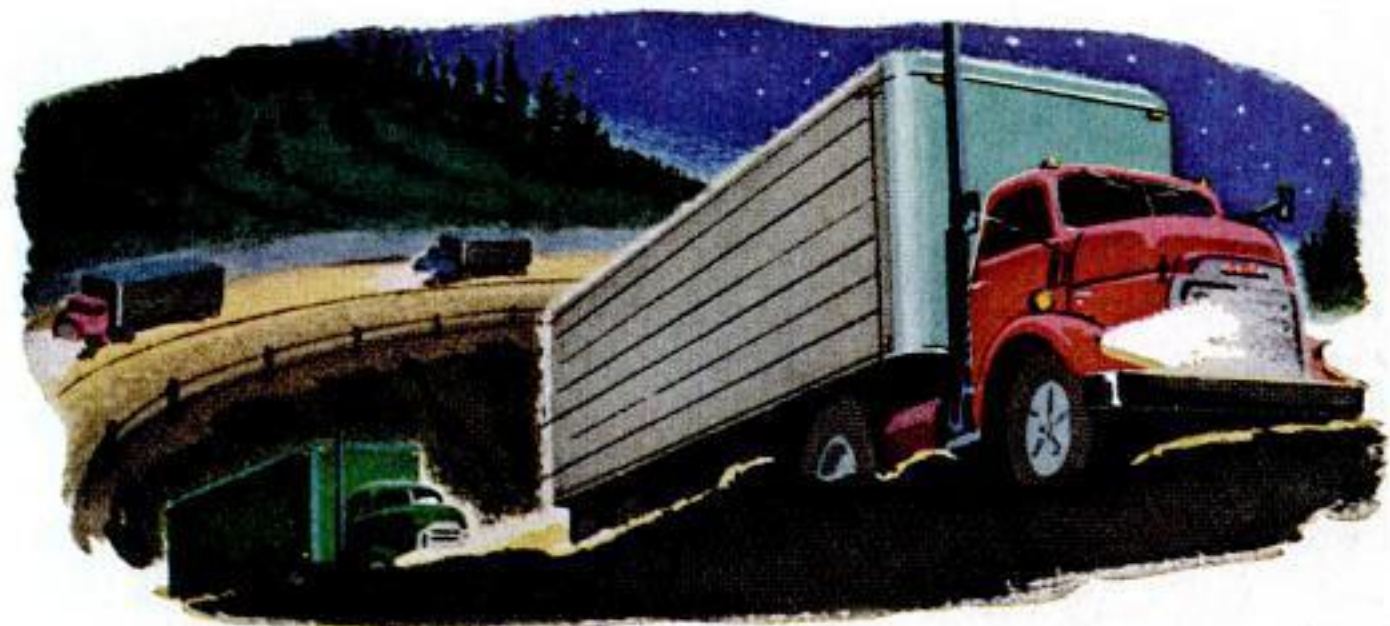
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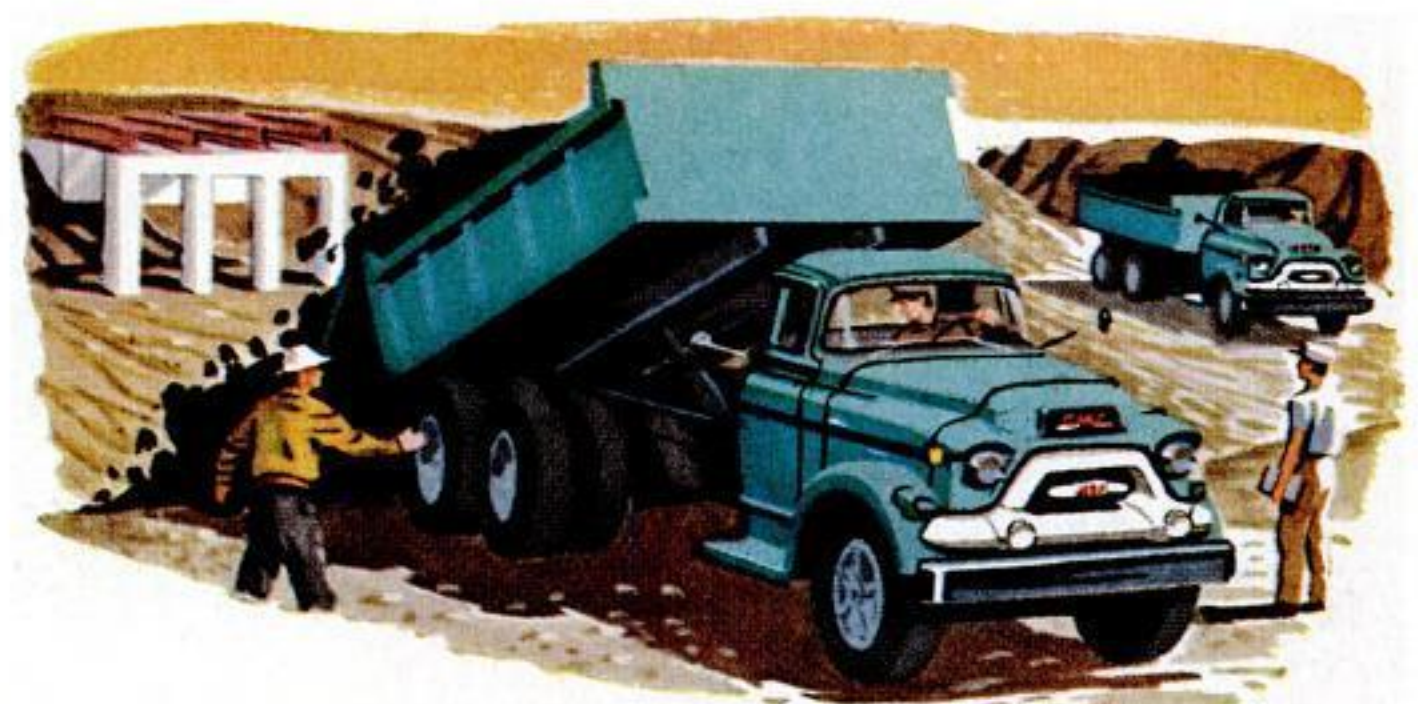
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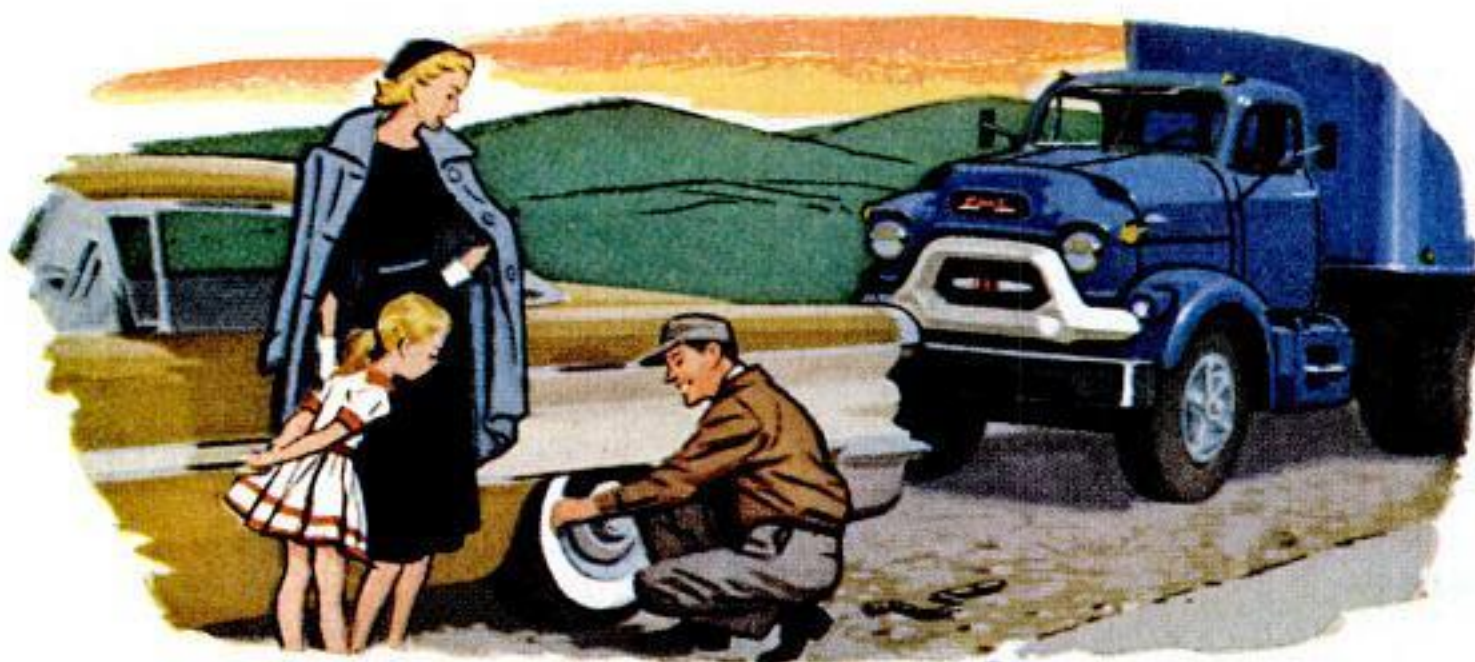
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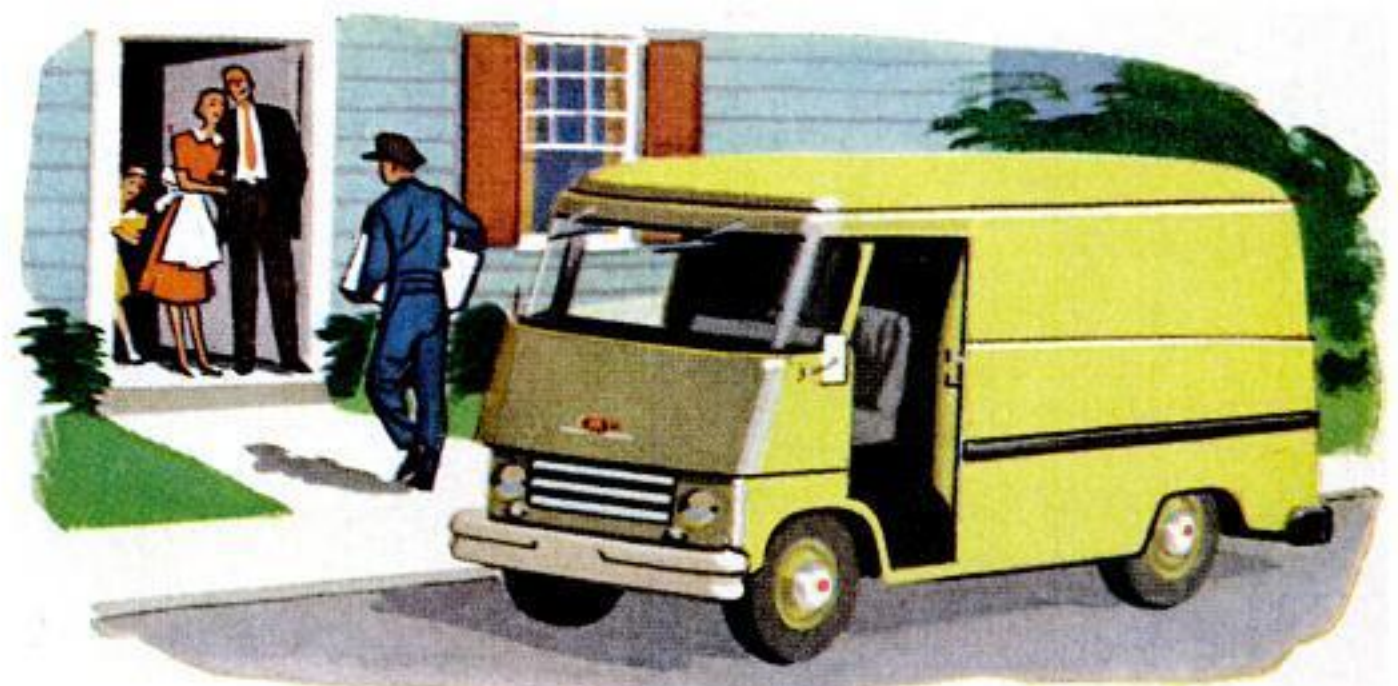
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**EXACT MEASURER** for geodesists, the tellurometer, a radar-like device, computes the amount of time which a radio microwave takes to travel from one mobile unit (left) to another and back. This enables the device's operator to determine the precise distance between the two points.

## MAPPING THE EARTH CONTINUED

and geodetic data captured from the Russians. The Germans had brought them back from the U.S.S.R., then had hidden them away. Hough looked everywhere for the cache. The German military men, even though already defeated, would not help the Americans. Hough's team kept snooping. Finally, on the basis of a chance remark one of Hough's men overheard in a hospital for wounded German soldiers, Hough took up a scent which led him to the remote Thuringian village of Saalfeld. His men had to search the entire village before they found the prize—and no wonder. The Germans had hidden it in an old warehouse in a back alley. When Hough finished sorting it out, the military and geodetic data proved to be a bit musty and smelly but still useful.

The adventure was not over. Though the U.S. Army had captured Saalfeld, the village was scheduled to be turned over to the Russians as part of their zone of occupation. Hough knew that the Russians would never let him keep the rich haul. He also felt sure that they would find out where the Germans had hidden it and would come running to recover it as soon as they could take over the village. Hough hurriedly borrowed trucks from a U.S. artillery unit and the last of them loaded with data was just clearing one side of the village, rushing for the U.S. zone, when the Soviets moved in with their tanks on the other side.

### A single map system for Europe

**A**LL these bits of knowledge were later pieced together with maps and geodetic data which Hough's team picked up in other parts of Europe from Spain to Sweden. Creating a single European map system, a project the Germans had started during the war and which Hough urged the freed Europeans to continue, involved the conversion of more than 10,000 separate maps covering more than 400,000 square miles into one map system. The finished product, which replaced the chaos of separate systems the nations of Europe had been jealously clinging to for centuries, forms the first standardized military map of Europe ever made. It could be of incalculable value to NATO troops in the event of a European war.

Floyd Hough came out of the war a lieutenant colonel and headed the burgeoning Geodetic Division of the Army Map Service until his retirement last year. For his geodetic exploits he was given the Legion of Merit and the Exceptional Civilian Service Award, the U.S. Army's highest civilian employe award. A new ellipsoid, which U.S. geodesists are now adapting to replace the old Hayford Ellipsoid, has been named the Hough Ellipsoid. Hough has also gained notice in another part of the world. At a recent international meeting of geodesists in Toronto he was introduced by his colleagues to the leading geodesists of Russia, who have only recently begun attending international conferences. One Russian delegate eyed the American with cold politeness. "We have heard a lot about you, Mr. Hough," he said.

"Since the war," says one geodesist, "our field has boomed and shot up just like prices." All three military services have been busy with projects. The Army now has teams working their way across the deserts of Libya to determine the precise size of Africa and where it lies in relation to adjacent continents. The U.S. Navy is contributing in its way—by measuring gals. The word gal, which was recently coined by geodesists in honor of one of their patron

CONTINUED

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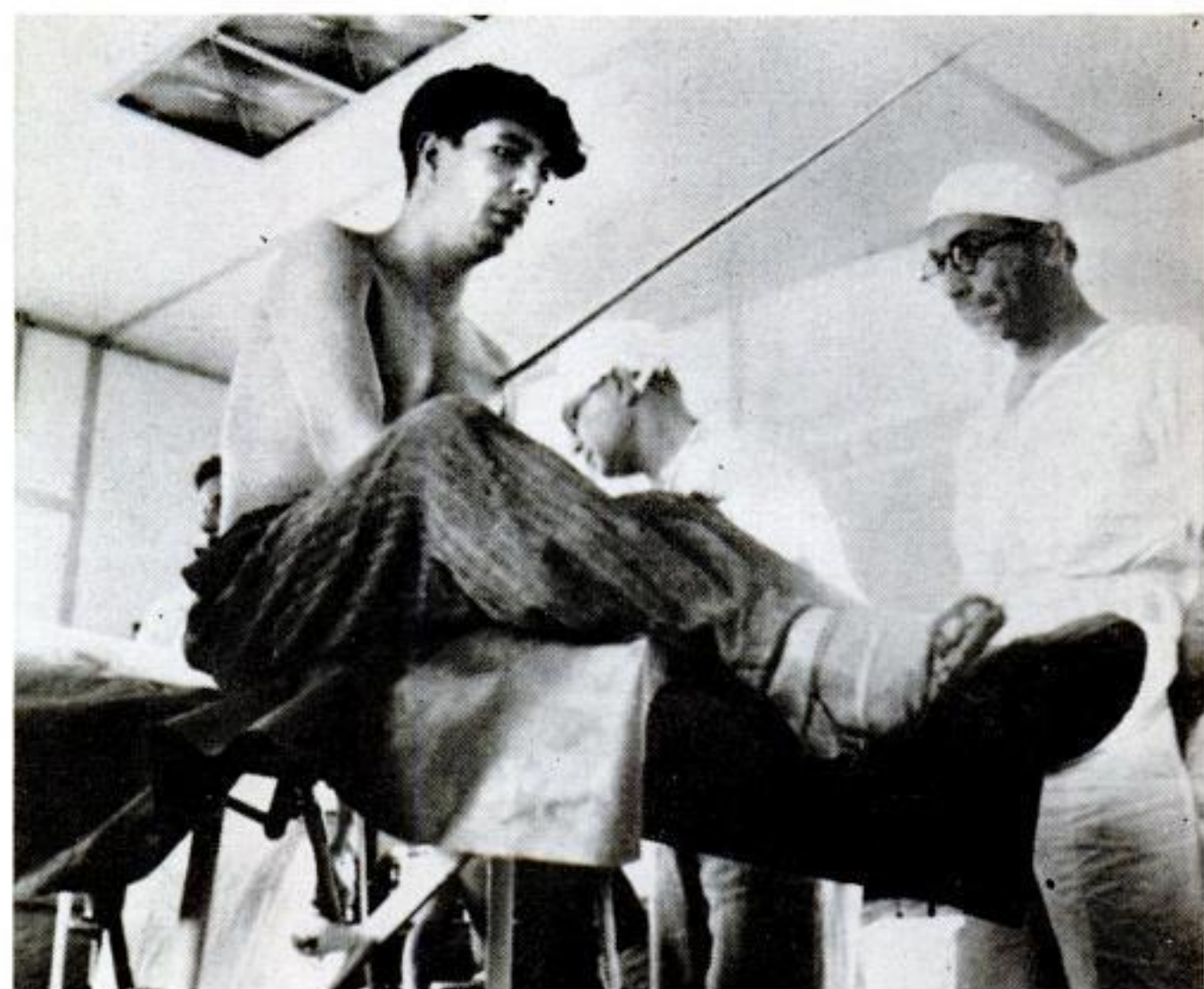
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**PERILS OF GEODESY** were felt by member of a geodetic party in Colombian jungle who was hit by an arrow shot by Motilone Indians. Surgeons at a nearby hospital removed the arrow from chest and returned the man to his work.

**MAPPING THE EARTH** CONTINUED

saints, Galileo, signifies a standard measure of gravity. Since the variation of gravity from place to place helps geodesists determine the earth's shape and size, the Navy measures gals in order to pin down the location of remote islands too far from the mainland to be located accurately any other way. Such computations should prevent recurrence of the trouble the Navy had in World War II when it found that some of the Pacific islands it was about to attack, like the Marshalls, were as much as 10 miles from where the charts put them.

The Air Force has devised an aerial surveying technique called "Hiran," which can be used over long expanses of water, icecap and inaccessible jungle. Hiran is an improved form of the World War II technique which directed bombers to their targets by transmitting a high-frequency radio signal from the planes to stations on the ground and back again. The total time required for the signal to make the round trip indicated how far the bomber was from the ground stations—and thus from its target. In an ingenious application of this system to geodetic survey, Air Force ground crews set up mobile radio stations in the area to be mapped. The Hiran-equipped planes fly repeatedly over the area to determine the location of each ground station and its distance from known stations on the mainland. Once the position of the outpost is known, it can be marked accurately on the maps or aerial photographs of the area as a control point. The planes then go out on another leg to determine the position of still more stations until a solid network of known points and distances has been built up.

The Air Force men have had their adventures too. On tiny Aves Island in the Caribbean, which had to be pinpointed to form part of a geodetic link between North and South America, giant sea turtles came lumbering up onto the beach like Army tanks to lay their eggs, charging ashore and knocking down radio masts as they advanced.

Thousands of miles to the north a huge bear invaded a Hiran mission's camp and made off with all the food.

"Send more food," the men radioed to their commander.

"Eat bear," ordered the commander but sent the food anyway.

Despite all these efforts much geodetic work remains to be done and many places in the world are still misplaced. For this reason, the geodesists are especially excited over the advent of manmade satellites. A satellite, soaring tirelessly around the earth in a fixed orbit, its speed and altitude both predictable, is just the kind of expert long-range measuring tool geodesists dream about. By photographing the satellite against the stars, astronomers can plot its exact orbit. They can also determine its position at any given moment. Then, by recording the precise time at which the satellite passes over a given spot, the geodesist can find out exactly where on earth the spot lies. Thus a satellite can act like a mirror, reflecting the earth as it revolves around it and revealing to scientists down below facts they had never known before. It can determine the length and breadth of oceans and continents, the exact circumference of the earth and the earth's real shape.

CONTINUED



# What calories are non-fattening?



All the calories that you use up are non-fattening

The average adult uses up about 2,500 calories every day

There are only 18 calories in a teaspoonful of sugar

And sugar often helps you eat fewer calories

## *Why new concept of lasting weight control calls for normal use of sugar*

One of the nicest things about nutrition research is that it so often gives us the reassurance that we've been right all along in enjoying the foods we like.

This is just what has been happening in the case of one of our best liked foods—your old friend sugar. And here, in the answers to your questions, are some of the reasons we're lucky that we do like it.

**Q. Why can most people use a normal amount of sugar—without counting calories or worrying about their waistlines?**

**A.** Ideally, you should *spend* a calorie as energy for every calorie taken in as food. In healthy, normal-weight adults, appetite keeps calorie input balanced with energy output without any conscious effort. Remember, calories that are spent for energy can never be deposited as fat. The only kind that can are the *surplus* calories that come from overeating.

**Q. How about sugar in weight-control diets?**

**A.** For people who have a tendency to gain weight easily, successful lasting

weight control is a matter of "re-educating" the appetite to the point where you feel satisfied with just the right amount of food. This is almost impossible to do with stop-and-go dieting, by changing to foods that you do not normally eat, or by experimenting with misleading "eat-all-you-want" diets. The most successful program is the easiest to follow. You eat the same foods you normally do. Don't *cut out* anything you like—simply *cut down*. Sugar, due to its great satiety value, makes it easier to cut down, keep your appetite happily satisfied with smaller portions and without second helpings.

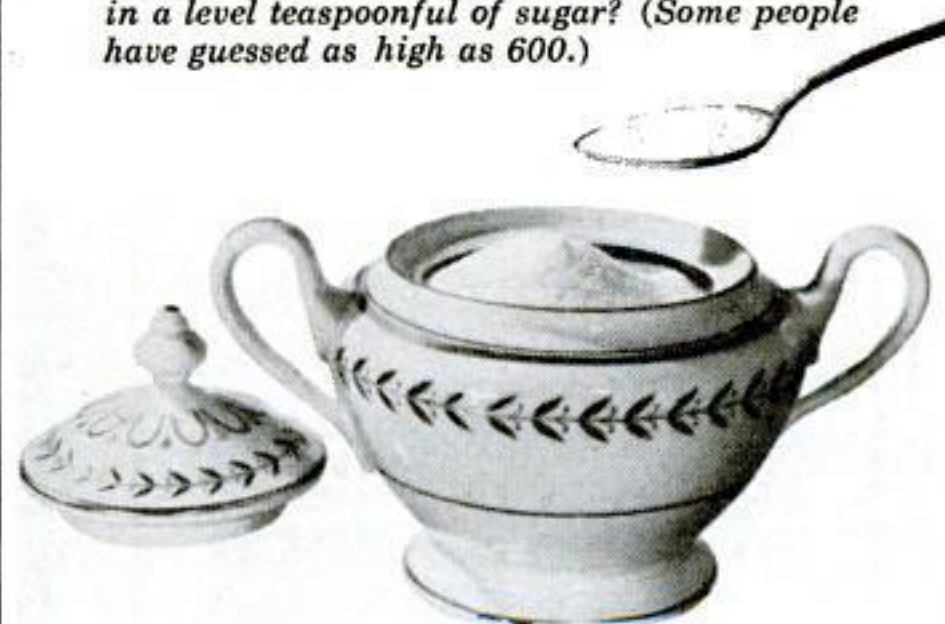
**Q. How about "sugar-free" foods and no-calorie sweeteners?**

**A.** These products have been tried and found wanting in an important study of overweight people made by a leading university. It was found that *people who gave up sugar entirely lost no more weight than those who used sugar regularly in their diets*. The scales did not show that people were losing weight by using artificial sweeteners—even after three years of use.

**Q. Whether you want to slim down, or simply to stay as slim as you are, isn't it good to know that there's no real need, no valid scientific reason to deny yourself the unique satisfaction that only sugar—nature's own pure-food sweetener—can supply?**

### 18 CALORIES!

*Surprise you that there are only 18 calories in a level teaspoonful of sugar? (Some people have guessed as high as 600.)*



**No other food satisfies appetite so fast with so few calories**

SUGAR INFORMATION, INC.

New York 5, New York

All statements in this message apply to both cane and beet sugar





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**UNGAINLY TOWER** is hoisted into position on shore of Baffin Bay in Greenland as a part of Air Force measuring of the North Atlantic by means of Hiran.

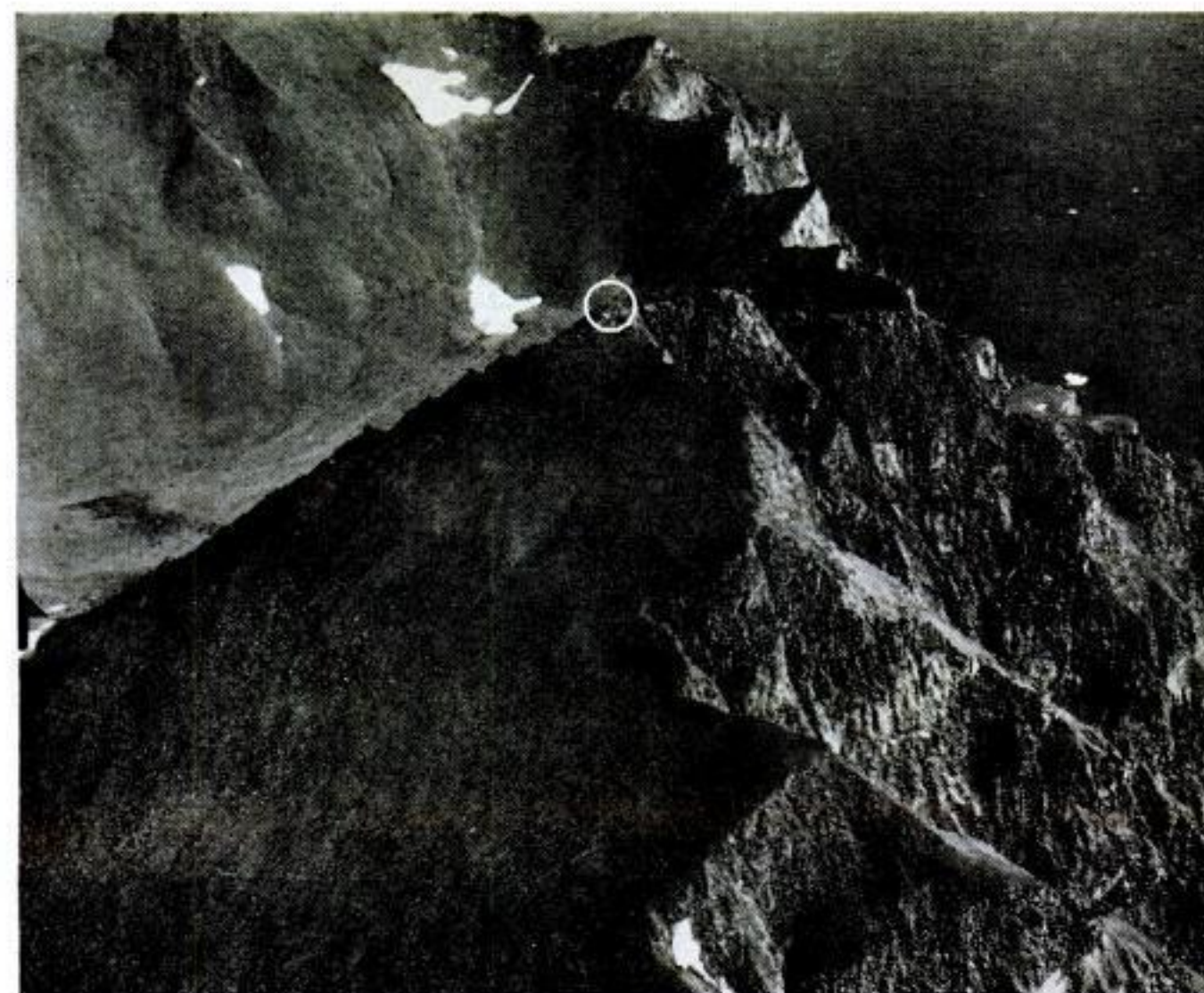
## MAPPING THE EARTH CONTINUED

The satellite, then, can help win the race to map the world. At the moment, American scientists do not know for sure whether the Russians have been doing this kind of work, but they assume they have. The Soviet Sputniks have been launched in orbits which are more likely to pay off in geodetic knowledge than those used by Vanguard or the Explorer satellites. The U.S. satellites have had to be fired from Cape Canaveral at a different angle—missing the poles, for one thing—in order to avoid hitting populated areas with early stages of the rockets.

This at least means that the Russians are aware of the geodetic value of a satellite. Their American colleagues consider Soviet geodesists to be clever, thorough and up to date. As in recent scientific endeavors, their comparative position is improving all the time. Russia is now turning out an estimated 500 new geodesists each year, compared with only three in the U.S.

But though this fact disturbs U.S. geodesists, they are disturbed even more by the fear that the military implications of their work may be misconstrued by the public and by their colleagues abroad. They need access to foreign lands, some of which are neutral in the cold war, to fill out the blank spaces in their measurement. They fear that this might become difficult if the idea got around that all they were up to was making sure the U.S. could hit distant points with ballistic missiles.

Like the atomic scientists who unlocked the mysteries of nuclear power and then watched mournfully as it was used to frighten the world, the geodesists maintain that the peaceful uses of their art far outweigh its military ones. It is simply high time, they feel, and in the best interests of the kind of scientific knowledge which may help lead to peace, that everybody should know exactly how big and how round the world really is, and where everyone and everything upon it is really located.



**LONELY OUTPOST** (circle) on a mountain on coast of Greenland formed part of Air Force Hiran link between U.S. and Europe via Iceland and Scotland.



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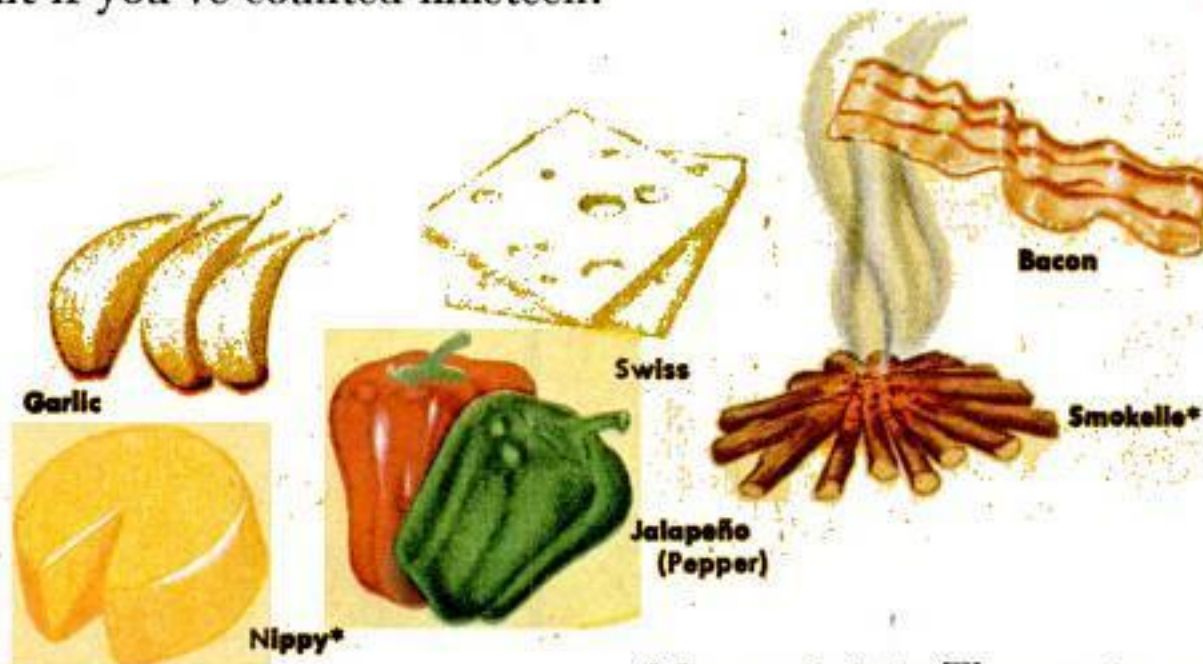


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# 5 Cheese Shapes...and just count the flavors!

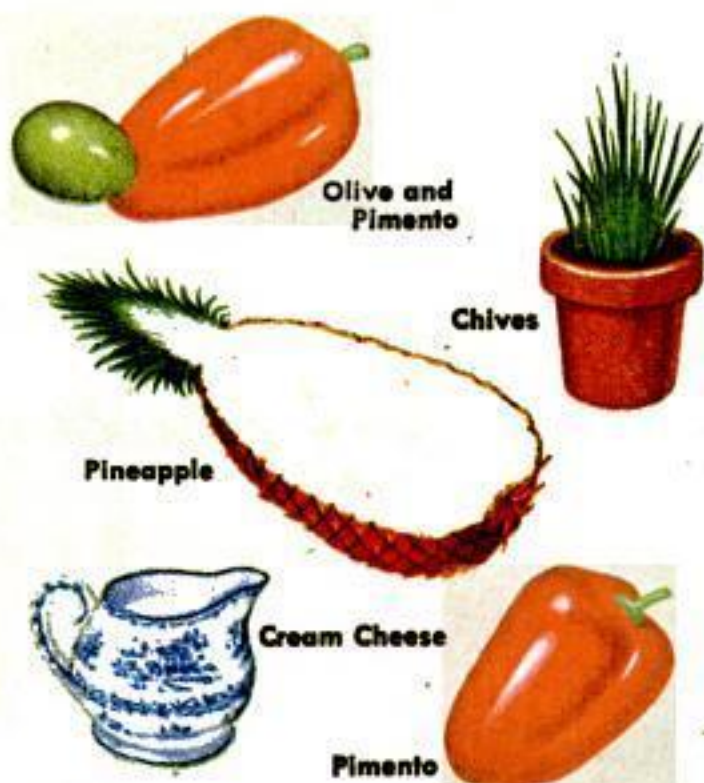
It's not as easy as it looks. You'll find many of the flavors come in *more* than one style. They sound so good, you'll want to try them soon. Whether you like your cheeses sharp or mellow and mild, you'll find there are many Kraft Snack Cheeses for you. How many different Kraft Snack Cheese flavors on this page? You're absolutely right if you've counted nineteen!



**6 flavors in links** These zesty pasteurized process cheese foods are shaped precisely to fit a cracker. See how easy it is to slice them for toast rounds or little crackers.



**8 flavors in glasses** You'll dip into these pasteurized cheese spreads often, so keep several in your refrigerator. They're all you need to glorify a cracker. Save the glasses for milk or juice.



**5 flavors in pyrex cups** Here are five flavors of pasteurized process cream cheese for sandwiches or little snacks. All are mild flavored, smooth and easy to spread. The pyrex cups can be used again and again.



**2 flavors in wedges** Sample these gourmet favorites . . . Louis Rival Roquefort imported from France and Crown Brand Swiss Gruyere. Discover, too, the many other fine imported cheeses in the dairy case brought to you by Kraft.

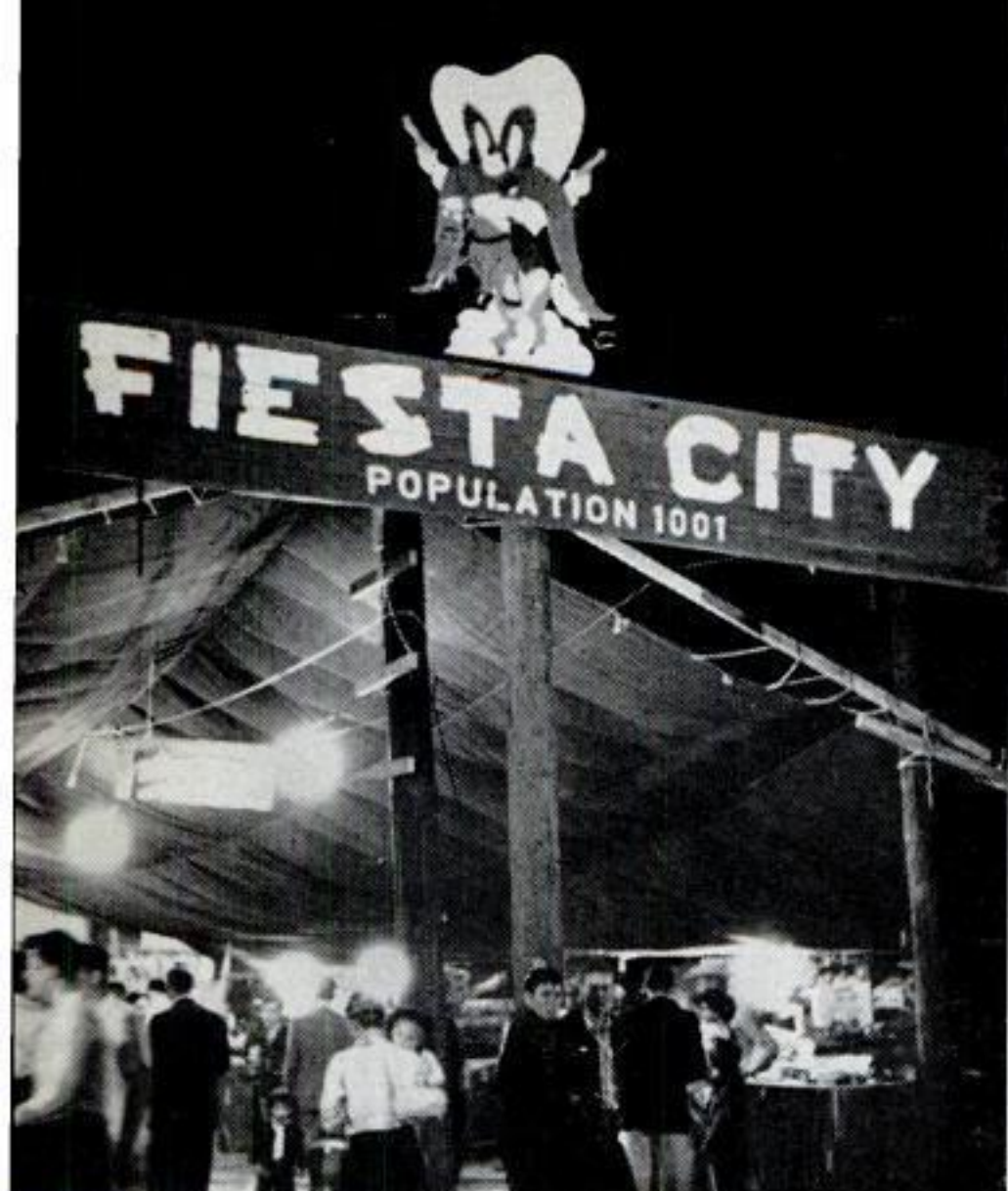


**5 flavors in party snack cups** Here's something very special for company or when you want to treat yourself. These pasteurized Neufchatel cheese spreads come in brilliant foil cups. When you're ready to serve them you just set them out!

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# Kraft Snack Cheeses AT YOUR GROCER'S DAIRY CASE





FIESTA ENTRANCE drew the 75,000 visitors of the week straight into a tented country store.

# A Collegiate Celebration in a False-Front Town

For three days recently the University of Houston canceled all classes and most students cut the rest of the week too. They needed all their daylight hours to work on the university's "Frontier Fiesta"—and much of the night to enjoy it. For fiesta the students built a false-fronted early Western town that the governor actually chartered as a city for the week.

There university fraternities, sororities and other solvent student groups put on 11 shows, ranging from cancan acts to satires on the old

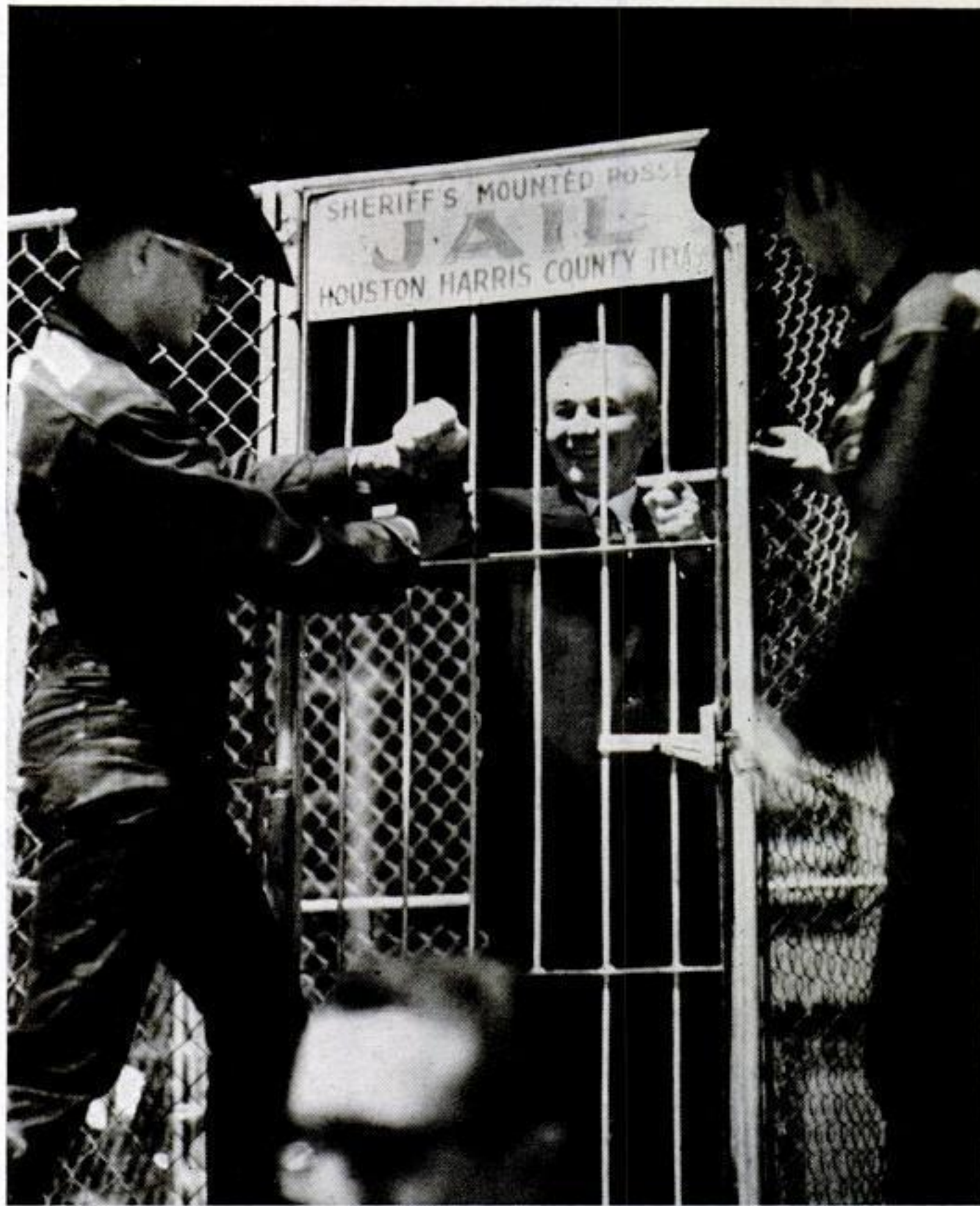
West. Yankees caught in town after dark were gleefully jailed and everyone was forced to turn in their "Yankee" money. Ten cents "Yankee" brought \$10 Confederate, the only currency accepted as legal tender in the fiesta. Despite a tornado warning the first night, the official censors who kept the shows decorous and an enforced 12:30 curfew, the shows made \$75,000 for the students. With the profits they plan to buy, among other things, shelters at bus stops so they can rest up in the shade.

CAST OF BAYOU QUEEN, WHICH PUT ON SHOWBOAT SHOW, SINGS FROM IMPRESSIVE FACADE CONSTRUCTED FOR FIESTA. INSIDE, HOWEVER, ROOF LEAKED



CONTINUED





**JAILING THE BOSS.** student sheriffs lock up University President Clanton Williams. He is from Montgomery, Ala., but they accused him of being a Yankee.



**KICKING HIGH,** cancan girls from Chi Omega sorority run through their act at the Silver Moon theater. They gave seven half-hour performances each night.

TOWN SQUARE WAS JAMMED EACH EVENING. HARDEST DRINK SOLD WAS APPLE CIDER. AT YOSEMITE SAL'S VISITORS COULD BUY PIZZAS FOR \$150 CONFEDERATE





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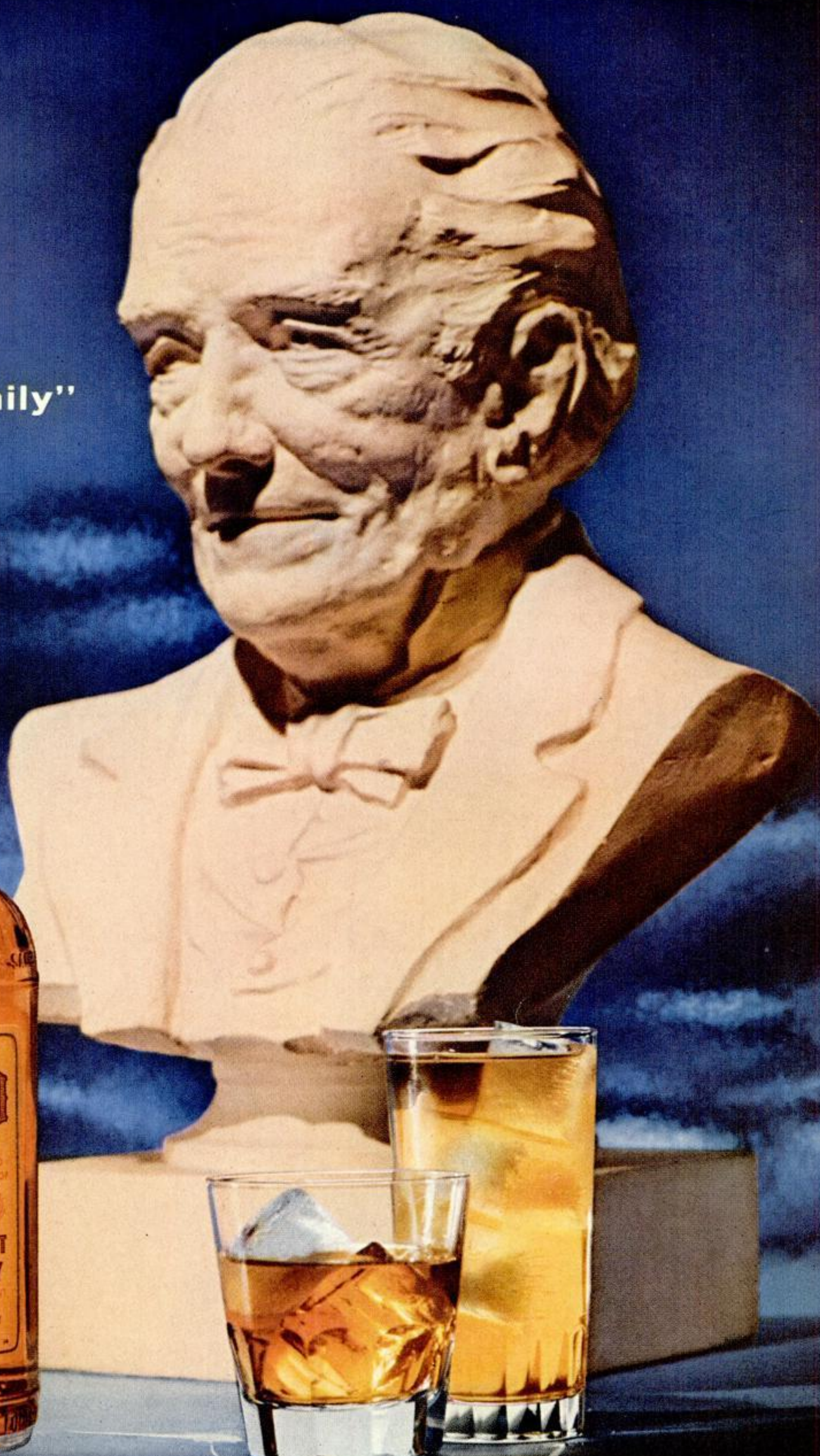
## FOOTLOOSE HIGH OVER PARIS

This footloose Frenchman is working at the top job in Paris. A TV antenna specialist named Yvon Calvez, he is installing a transmitting aerial on the top of the Eiffel Tower. Below his dangling feet, 1,050 feet down, is the city's left bank. The Seine runs through the middle of the picture and at right center is Les Invalides with its broad esplanade. In order to frame the feet and the view, Photographer Jean François Tourtet climbed up as high as the TV man, then straddled a crossbar, and in spite of a noticeable swaying of the tower, made his picture. Calvez found the Eiffel Tower installation pretty routine, not nearly as frightening as the job he had putting a TV aerial on top of an observatory in the Pyrenees. It wasn't the altitude that bothered him there but the fact that he constantly had to beat off vultures.





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